

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

75th YEAR

SEPTEMBER 1952

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COFFEE BROKERS

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NEW ORLEANS
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Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.

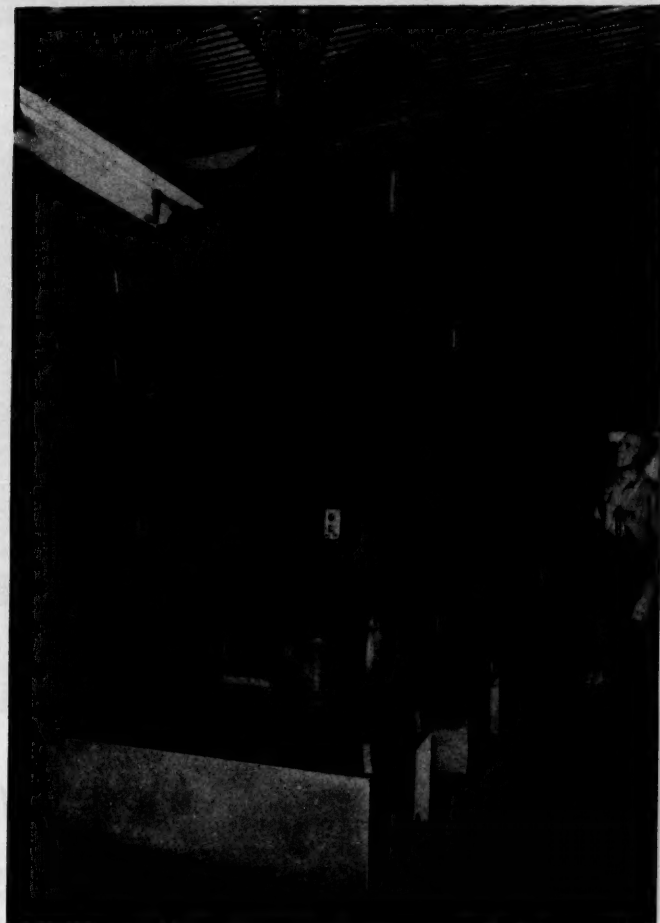
3

REASONS WHY Gump Granulizers are the repeated choice of exacting COFFEE ROASTERS

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SEPTEMBER, 1952

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IDEAL GREEN
COFFEE CLEANERS



GUMP COFFEE
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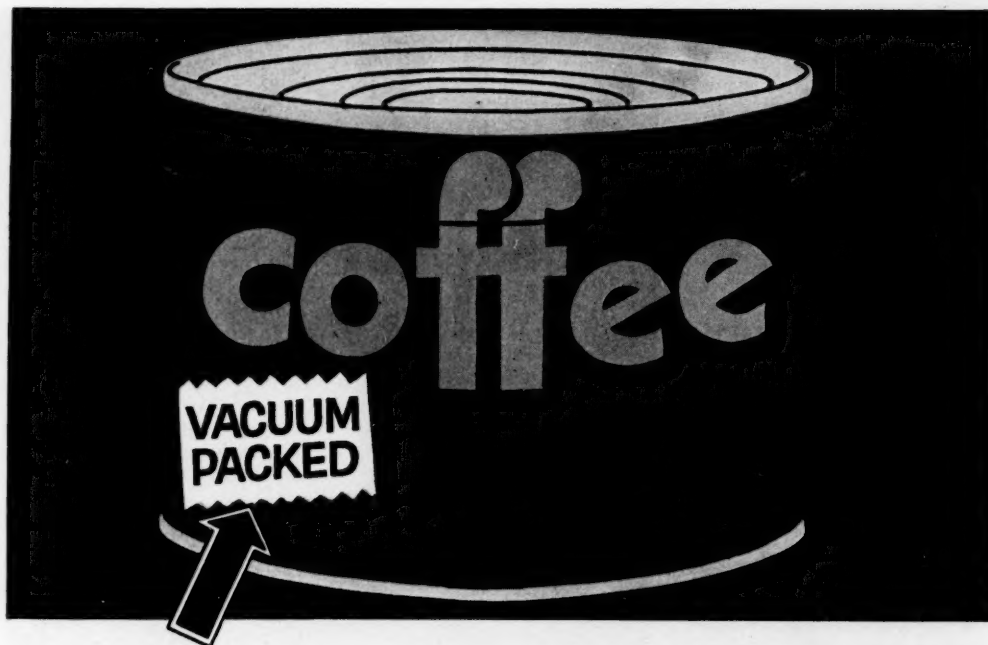


DAN-NUN WEIGHTERS
AND BAG FEEDERS



IDEAL COFFEE
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TWO WORDS THAT MEAN —

"More Sales For You!"



When it comes to coffee, the average American housewife demands full flavor.

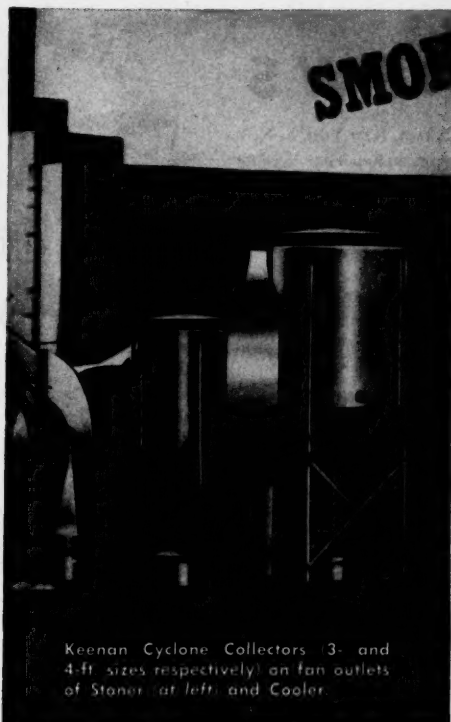
That's why so many prefer coffee that is VACUUM PACKED . . . to protect original roaster flavor.

They know, from experience, that inside a vacuum packed can is the freshest, richest, best-tasting coffee on the market!

Why not cash in on that preference? Tell women in *all* your advertising that your coffee is vacuum packed.



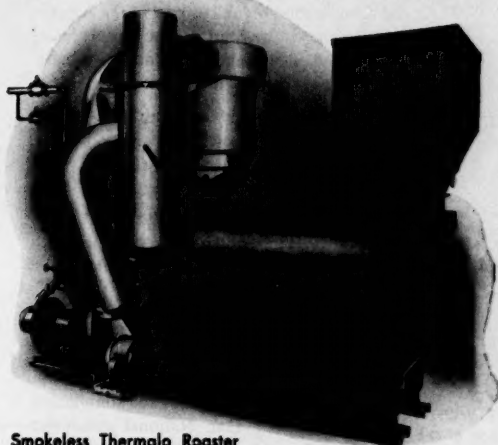
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Keenan Cyclone Collectors (3- and 4-ft. sizes respectively) on fan outlets of Stoner (at left) and Cooler.

**SMOKE? ODOR?
CHAFF? STEAM?**

Not if you use
SMOKELESS ROASTERS
and **KEENAN**
CYCLONE COLLECTORS
to lick **AIR POLLUTION**



Smokeless Thermal Roaster

Coffee plant operators—even in these days of summons and threatened shut-downs—don't need to worry about smoke, "steam" or odor if they're using Smokeless roasters. Nor need they be concerned with chaff from roasting, if the roasters are equipped with built-in or individual Keenan Cyclone Collectors.

But what about the chaff that is blown out of cooler and stoner fan outlets? This problem can be solved only by installing Keenan Collectors on such outlets.

We specify KEENAN because it is the only cyclone separator that does a thorough job without reducing airflow volume needed for efficient cooling and stoning—and without increasing power costs. Moreover, for any given power consumption, the Keenan has proven capable of doing double the work of a conventional cyclone of the same size.

Don't do half the job. You need Keenan Cyclone Collectors on all fan outlets, as well as Smokeless Roasters, to be 100% sure that you're a good neighbor.

BURNS CHAFF REMOVAL SYSTEMS

for multi-roaster batteries, automatically remove chaff from the roaster collectors during operation and deposit it in storage receptacle or incinerator.

REMEMBER

BURNS AUTOMATIC CONTROLS for uniformity of roast, flexibility of operation and safety for plant and personnel.

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SEPTEMBER, 1952

Engineers
SINCE 1864



P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador
El Salvador • Guatemala • Honduras • Mexico • Venezuela



© 1955

cash in on the "coffee-break"

Almost six months ago, the Pan-American Coffee Bureau's "coffee-break" campaign was launched in national magazines, Sunday supplements and over 119 key radio stations. In selecting the "coffee-break" theme and in developing the campaign, the objective has been to expand the American custom of enjoying the gentle "lift" that coffee gives, to establish the term "coffee-break" as part of the American language — and, of course, to increase overall coffee consumption. Indications are that we are reaching that objective.

"coffee-break" is taking hold

A sound measure of public reaction is the space devoted to an idea in the nation's press — not only in the daily newspapers, but also in the national consumer magazines as well as trade and business papers.

To date, thousands upon thousands of lines of news, editorials and feature stories have reported America's trend toward the "coffee-break." These news items range from 8 or 10 line fillers up to full page picture stories showing America taking time out at work, on the road, or in the home to enjoy the stimulation that coffee gives. One National columnist alone uses Bureau news releases regularly to promote the personal benefits of coffee drinking to readers of his column, which appears daily in more than 800 newspapers.

This increasing consciousness of the benefits of a "coffee-break" is having results. For instance, in the case of in-plant and in-office feedings, one restaurant chain reports that it now is regularly serving coffee to more than 50,000 employees of 21 large companies where a management-approved "coffee-break" has been instituted. That means more money in the restaurant's cash registers... more coffee being regularly sold to more between-meal coffee drinkers.

"coffee-break" promotion is increasing

Another indication of the acceptance of the "coffee-break" is that roasters, restaurants and grocers are picking up the "coffee-break"

theme and promoting it at the point-of-sale.

Colorful "coffee-break" shelf talkers, posters and streamers are appearing in ever-increasing numbers wherever coffee is sold. Significant, too, is the fact that the Pan-American Coffee Bureau's interesting survey, "The Coffee-Break in Industry," has almost exhausted its second printing. These facts all indicate one important trend: the "coffee-break" theme is catching on and will continue to grow in public acceptance as the Pan-American Coffee Bureau's "coffee-break" campaign goes on.

give yourself a "break"

We feel you can cash in on this trend by tying-in with the "coffee-break" theme. Perhaps this is the time for you to review your own advertising and promotion plans and see how you can adapt the "coffee-break" theme. Or, if you prefer, you may want to make use of the colorful "coffee-break" promotional material available from the Bureau. This material has room for you to promote your brand name in the grocery store, or it may be used by your restaurant customers to promote the "coffee-break" along with other good things to eat.

By adapting the "coffee-break" theme to your own brand, you can add to the strong impact already being made by the Bureau's "coffee-break" promotion. Remember, each month 30,500,000 impressions are being made on magazine and Sunday supplement readers. Also, nearly 42,000,000 radio listening families are being exposed to the "coffee-break" message carried by the Bureau's campaign.

All of this adds up to increasing the over-all coffee market. We can develop that market by working together to really establish the "coffee-break" as a national habit.

Sincerely yours,

Chas. L. Lindsay
MANAGER

An Old Southern Custom— and A Good Packaging Idea



FOR SOME YEARS prior to 1920 The James G. Gill Co. Inc., Norfolk, Va., had been supplying hotels and restaurants with a special blend. So many diners liked the coffee and asked the waiter where it could be bought that eventually it was put up in retail units.

Southerners like their coffee full-bodied so "Gill's Hotel Special" has a small amount of chicory added. With prices at their current level, the roaster recently decided to take fuller sales advantage of this extra strength feature. He re-designed his bag to emphasize economy in the directions printed on the gussets.

A good bag can always be made better. Leader in paper packaging, Union has available the industry's greatest fund of practical packaging information. We will be glad to share it with you.



**HOW THIS
BAG IS MADE**

Production Features of
"Gill's Hotel Special" 1-lb. Package



Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.

TYPE OF BAG:
Automatic
SIZE: 1 lb.
OUTER PAPER:
50# White
Super-calendered
Pique Embossed
INNER LINER:
30# Amber
Glassine



INKS: Red
SPECIAL FEATURES:
Tuck printing
Identifies bean coffee
contents and tells
customer how to
get it ground.
Tin tie attachment
helps clerk repack
and close quickly
and securely.

UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION



Woolworth Building, New York 7, New York

C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

HAITI 
COFFEE

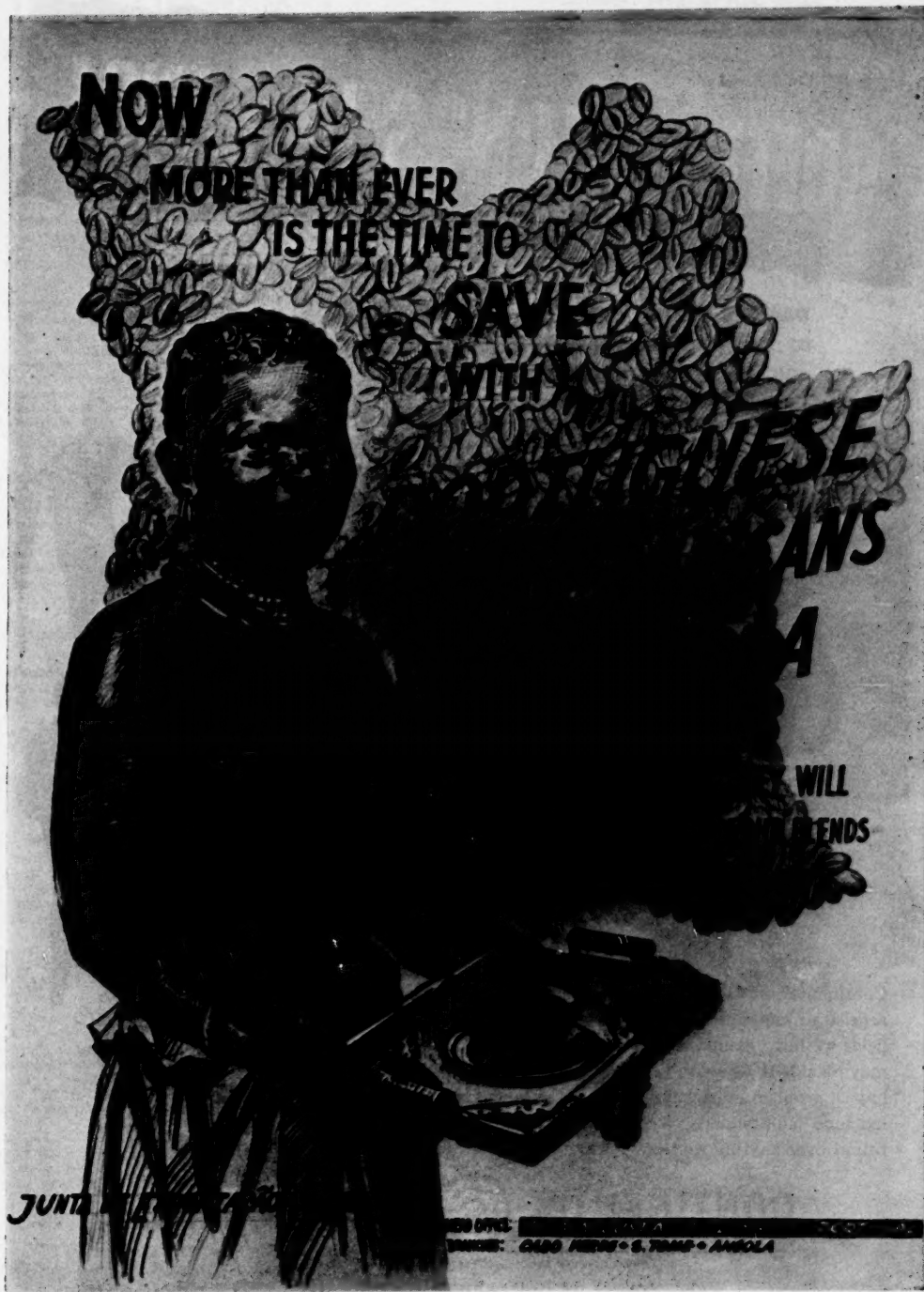
is preferred--because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



"COFFEE BELONGS IN CANS!"

say dealers everywhere

DEALERS PREFER coffee in cans because it's easy to handle, lends itself to mass displays, and stays fresh and flavorful until sold. There's never any loss or waste through breakage.



Continental offers the best in containers, and a grade of service to match. From years of experience in the coffee field, we have gained a fund of knowledge and skill you may be able to use with profit. Why not call us when you have a problem in package design, plant layout or closing machine maintenance. We'll welcome a chance to talk things over anytime you say.

*For tops in coffee
can service, call
on Continental!*

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CONTINENTAL CAN BUILDING, 100 East 42nd Street, New York 17, N. Y.

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100 E. 42nd St., New York 17

CENTRAL DIVISION
135 So. La Salle St., Chicago 3

PACIFIC DIVISION
Russ Building, San Francisco 4

COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 50, Ill.

2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic depex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermalo" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

Firm Name.....

Street Address.....

City and State.....

Signature..... Title.....

SEPTEMBER, 1952

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

September 1952

Vol. 75, No. 9

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75th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



300 years ago, in the City of London, the coffee trade of England began, an event which made its mark on many countries, including the America's North and South. It was in 1652 that the first coffee house was set up. A merchant named Daniel Edwards brought the first coffee to England from Smyrna. Within 50 years, nearly 1,000 coffee houses existed in the City of London, so popular had the beverage become.

As many members of the coffee trade are already aware, the year 1952 is a significant milestone in the history of coffee in the United Kingdom, reports Coffee Trade News, hard-hitting organ of The Coffee Buyers' Association, Ltd., London.

It is, in fact, the three hundredth anniversary of established coffee drinking in England, and will be heralded with pride by all who feel the sense of history and tradition which belongs to the City of London. For it is here that the coffee trade originated and where the first established coffee house was set up in 1652.

It was a merchant named Daniel Edwards who first brought coffee to England from Smyrna, where it had long been established as a fortifying beverage and was regarded as something of a substitute for wine. His friends in the city were first to taste the new drink but from all accounts it was extremely popular. In fact, says one historian, "the novelty thereof drawing too much company to him," Edwards soon left the country to resume his travels, leaving behind a servant, a Greek by the name of Pasqua Rosee, whom he allowed to establish a coffee house in St. Michael's Alley, Cornhill, London, where coffee was first publicly sold.

This was the first Coffee House. It was set up in 1652 and was known as The Pasqua's Head. Within 50 years of this time, nearly 1,000 coffee houses existed in the City of London, so popular had coffee become.

We well know what a vital part coffee has played in

300 years of coffee houses

the development of commercial and social London. We might also mention that it has helped to swell the public funds since 1660, when duty was imposed by the first Excise Act.

Rosee's establishment began a craze which spread so rapidly that coffee houses blossomed into life all over the town, and in the vicinity of the Royal Exchange, the heart of London commerce, they could be counted by the dozen. Even the old coaching inns, we are told, hastened to combine a coffee room and tagged on to their ancient names the words "And Coffee House."

The earliest indications of the amenities which these establishments provided comes from an Italian visitor who, in 1669, wrote: "In Coffee Houses in winter you can sit by the fire and smoke for two hours for tuppence."

It is hard for us to imagine the city as it was in the 17th century. Now a vast conglomeration of shops and office buildings, it was then by comparison a cramped and insanitary labyrinth of residential quarters. The office, as such, was still unknown. The tavern, the private room, or the street formed the scene for most business activity, and even London's numerous taverns could not adequately accommodate the growing numbers of merchants and city traders. It was in this situation that the coffee house came into its own.

Many of them attracted to themselves the members of a particular department of commerce and it became the custom to set aside one room as a subscription room where, for a fee of three or four guineas a year, those interested would be afforded every facility for acquiring the most up-to-date information concerning their special business by letters from correspondents abroad, and the newspapers from every city where their connections lay.

In these rooms, the waiters were themselves experts in imparting news of the movements of commodities in and out of the country, and eventually a desk was provided at which, when principals were unable to attend, their clerks could sit and make notes of the choicest bits of information.

The days when land and goods passed almost literally from hand to hand were disappearing rapidly and the modern practice, where business men or companies deal

(Continued on page 70)

More on hedging

Here are more situations in which coffee men can use futures profitably. Fourth in a vital series of articles.

By E. A. BEVERIDGE, *Commodity Economist*
Merrill Lynch, Pierce, Fenner & Beane

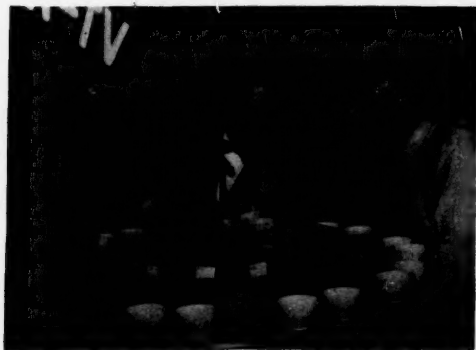
The preceding article in this series dealt with coffee hedging. This article continues our discussion of that subject.

It is sometimes mentioned that hedgers do not consider their initial ventures in futures transactions successful unless they realize a profit in the futures. This viewpoint is in error. *The futures and spot components of the transaction must be considered jointly.*

This can be demonstrated if we assume the July price in the first example in the preceding article as having advanced to 54.28¢, instead of having declined to 51.28¢. If the importer sold the spot coffee at the same basis of 20 points off the July future, the sale price would then be 54.08¢ per pound, and a little figuring would confirm the gross profit as being still \$3,575.00.

The coffee producer, too, can use futures contracts to advantage. He does not need to wait until he gathers his crop in order to take advantage of what seems to him a good price level. He can virtually fix the price of his crop, before harvesting it, by selling futures at a price level he considers satisfactory. This would be in the nature of a hedge sale. Later he can ship the coffee to his New York broker, provided it is of the proper grade, for delivery on his futures sale, but more likely, he would sell the coffee through his regular outlets and simultaneously buy back his futures contracts. He naturally would do whichever would bring him the greater return.

The producer could also, if he was bullishly inclined, sell his crop in the regular channels and replace his interest with



Coffee man on TV: Arthur Anisansel (left), doubling as president of the New York City Green Coffee Association and as representative of the National Coffee Association, rehearses with Dave Elman in a WOR-TV studio prior to his guest appearance on Elman's popular Curiosity Shop. Mr. Anisansel demonstrated cup testing and sketched the story of coffee from tree to cup.

SEPTEMBER, 1952

"SEVENTY YEARS OF SERVICE" TELLS STORY OF COFFEE EXCHANGE

To mark its 70th anniversary, the New York Coffee and Sugar Exchange has issued a 36-page booklet called "Seventy Years of Service".

The booklet will be of interest to all members of the coffee industry—especially to readers of the series of articles on trading in coffee futures which has been running in *Coffee & Tea Industries*, formerly *The Spice Mill*.

First opened for business on March 7th, 1882, the Exchange was born out of a need for orderly trading in place of chaos, faith and integrity instead of suspicion, and legitimate trading rather than uncontrolled speculation.

Copies of the anniversary booklet are available at 25 cents each from the New York Coffee & Sugar Exchange, Inc., 113 Pearl Street, New York City.

the purchase of an equal amount of futures contracts. This is particularly advantageous when the distant futures are selling at a discount. He would, by this procedure, get rid of the obligation to pay storage, interest and insurance on the coffee. Then, when the market reaches a level he considers favorable, he would sell out his long futures contracts.

One advantage of this method to the producer is that he can sell futures quickly and possibly take advantage of a sudden advance in price, which it would be difficult, if not impossible, to do if the ownership was carried in the shape of coffee in the warehouse.

When actual coffee is bought and hedged with a sale of futures, the buying basis of that coffee is thereby established—the basis being, let us repeat, the difference between the spot price of the coffee and the futures hedge. The merchant's object then is to sell the coffee more advantageously, and the difference would represent his gain. As coffee moves from the producing areas abroad to United States importers and dealers in the green coffee markets, thence to roasters and other interests, there is—apart from any change in price level—a progressive increase in its relative value, this increase representing cost of transportation, handling and other services performed, including profits and commissions earned for such services. It is in this way that an increase in the basis mentioned may be expected to occur, although shortages in particular grades and growths, which a smart coffee handler might foresee can also result in an increased basis.

(Continued on page 33)

R.C. Metal-End FIBRE CONTAINERS



Dredge Top



Spout Top



Sifter Top



Slip Top



Screw Top



Friction Top

Round, square, oval, oblong—spiral or convolute—designed to your specific needs.

Absolute product protection is a "first" in R. C. packaging. Asphalt-impregnated and paraffin-lined containers are just two examples of R. C. Packaging.

Fast dependable deliveries, free from material-shortage headaches. Four factories to serve you.

Always smart-looking, up-to-date . . . yet R. C. Packages cost less to produce, to ship.

R.C. CAN COMPANY

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C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., 1125 Spring St., N. W. Atlanta, Ga. • S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. • E. F. DELINE CO., 224 W. Alameda, Denver 9, Colo. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles, Calif. • GARRET P. KELLY, 316 E. Silver Spring, Dr., Milwaukee, Wis.



India's coffee experiment

By VALALE I. CHACKO

Valale I. Chacko is a familiar name in India, where he is a writer and radio commentator on the country's plantation industries.

After a liberal education, Mr. Chacko worked on a tea estate. With the outbreak of the war he was commissioned in the Air Force and saw service in Sind and the turbulent Northwest Frontier.

Since the war, he has been associated in key positions with the planting industries in South India. He attended the First Plantation Tripartite Conference, as a member of the Mysore Plantation Committee. On the Indian Coffee Board since 1947, he became chairman of its Propaganda Committee two years later.

Last year he was the representative of the rubber industry before the government of India and successfully negotiated a new price and policy deal.

Coffee is one of India's oldest plantation crops, but its recent history is the record of a unique experiment in the industrial field. About 130 years ago, India had over 300,000 acres under coffee, and the annual exports from the country exceeded 425,000 bags of the finest Mocha. But evil days fell upon the Indian coffee industry, and whole districts were wiped out, giving place to tea. What the borer pests did not do the world depression did, and by 1935 coffee growers faced the prospect of abandoning coffee for other survival crops.

On the advice of the coffee growers, the government appointed a statutory committee in 1935 with the task of expanding the Indian market for coffee. Average production was then estimated to be around 300,000 bags, and internal consumption under 120,000 bags, leaving 180,000 bags to find overseas outlets.

It was just about the time the Indian Coffee Cess Committee got into its stride that war broke out in the west, threatening to engulf the entire Continental market, the principal outlet for Indian coffee. Throwing of the entire coffee output on the internal market was bound to depress prices to a point where planters faced certain ruin. The government acted promptly on the suggestion of the producers and under a wartime ordinance created a Coffee Board enjoying wider powers. The Board consisted of the representatives of the producers, the dealers and the government. The measure was made a permanent act by the Indian Legislature in 1947.

The Board tackled the wartime coffee crisis by launching a promotion drive which, by the very urgency of the problem, was not only boldly conceived but enthusiastically carried out. The Board opened coffee houses in principal cities all over the country where liquid coffee of the highest quality was served under model restaurant conditions.

Earlier, under the Cess Committee there had been an attempt to serve such coffee through privately owned restaurants, but the committee found it could not insist upon the very high standards it expected from a restaurants serving Indian coffee.

In applying this lesson, the Board, naturally found that it risked initial hostility from the restaurant trade.

Each India Coffee House was the base of operations for the Board's well trained staff who visited private homes, canteens, industrial feeding centers and other catering establishments, and showed how to make coffee just as good as that served in the Coffee Houses. The staff of each unit had to keep a watchful eye on fairs, exhibitions and private and public functions where they could lend their services. This type of institutional propaganda laid a heavy responsibility on the Board in that the restaurant service and the coffee served had to maintain the highest standard—yet it was vital that the Coffee Houses did not cut into the business of private caterers. Restaurant men and retailers who looked upon the opening of the Board's propaganda units in their cities with deep suspicion soon found their own coffee sales expanding, and many took to modelling their establishments on Coffee House standards. Some of the largest hotels in the country began to call on the Board staff for training their men in brewing coffee.

When a unit is closed down on the completion of its task, it is the local clubs and other public bodies that send in their protests, and often the Board has had to reopen Coffee Houses. In some cases, local governments intervene and request the continuance of a unit. Request for opening new ones come from Army training centers, universities and women's associations.

The Board now has nearly 50 units operating in the main cities, three of them within the city of Bombay alone. Each unit tries to expand its beverage coffee sales and last year the Board instituted an award for the best Coffee House.

The total result of the propaganda drive of the Board is best illustrated by consumption figures. From less than 120,000 bags in 1939-40, consumption in India has risen to over 360,000 bags in less than ten years.

Indian production has not been able to keep up with the market created for coffee. Although the Board released the entire crop to the internal market during 1948 and 1949, the supply was found to be insufficient. Long queues stood before groceries, retail stores and coffee houses, and irate consumers wrote indignant letters to the press.

The Board found that the Coffee Houses served not only to promote consumption but also as control machinery when prices went above what the Board considered reasonable or when any retailer tried to "mix" his coffee for a larger margin.

Apart from this the Coffee Houses served as the Board's observation points on consumer reactions and preferences. The Board faced instant protest whenever it tried to

(Continued on page 60)



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Testing consumer acceptance of your coffee

By NORMAN H. GROSS, President
Cup Brew Coffee Bag Co.

In this management forum, author Norman H. Gross is relating modern business techniques to management problems of the coffee roaster.

This article, fourth of a series, is in two parts, of which this is the first. The article discusses ways to measure consumer attitudes to your product.

Testing consumer acceptance of a product represents a challenging problem of measurement in any field. But in fields where flavor, aroma and stimulation are to be measured, testing—and relating to the results to the product—are usually difficult. Lack of acceptance terminology, understood both by the consumer and the industry, makes it hard for the coffee man to know just what the consumer means when he says, "I like my coffee stronger—or milder—or more satisfying."

One of the difficulties of such measurement is that flavor and aroma reactions are based on memory. Each response to a given product is relative to other experiences in the past. The "perfect" cup of coffee last week may have been a cup consumed after a delicious dinner in pleasant surroundings.

Despite the difficulties, however, a need for at least some market testing has become apparent to leaders in the industry. In the author's opinion, there is no major industry which has sponsored so little research into consumer desires and reactions as the coffee industry. The few studies made which might be considered of any significance have by and large been made by others than those engaged in coffee merchandising, and the best of these were done by consumer publications and allied industries.

Roaster's needs

From the roaster's point of view the requirements for a consumer survey are (1) to learn those things which consumers want in coffee, and (2) to become acquainted, on a realistic basis, with the usage patterns and habits which affect his product, as well as its actual and potential sales.

As long as coffee usage continually increases, industry management, in the main, failed to analyze the total potential market or the individual roaster's place in that market. It now appears we must learn how to increase total consumption—and what we can do individually to increase our proportion of that market in the accepted manner of democratic competition within industry.

We must accept as basic philosophy the promise that justification for a manufacturer's existence is satisfaction of consumer demands, including those demands created by the company through advertising and promotion. Once we accept this premise it follows that we must learn to understand and use both the consumer's current desires and preference trends which can be reasonably projected into the

future. We must also learn how to influence consumers and help them develop habits.

Terminology the consumer is apt to apply to the product may cause the technical coffee man to pull out by the roots the few remaining hairs on his pate. But this same terminology can certainly light the road for the advertising and promotion men in their campaign to increase sales and consumption.

The need for some degree of knowledge of the business research can be met in several ways. Probably the most satisfactory is to engage a consulting firm to supervise, or handle completely, the market research program. One other alternative, which will very substantially reduce the cost involved, would be to call on the resources of the university schools of business research in your own area. It is often possible to make arrangements for a professor of marketing research to take over and supervise the entire market research program on a nominal fee basis, and to arrange for the employment of senior students on a reasonable hourly basis to conduct the actual interviews. Using such university assistance, it should be possible to conduct a survey involving 1,000 homes for about \$3,000.

No samples

If the results are to be reliable it is best that the consumer not be aware of the company sponsoring the testing program. No samples should be distributed, nor should there be any sales talk in connection with the testing program. It is a nice gesture, at a later date, to send a letter on company stationery to those interviewed, thanking them for their help in your efforts to give them the best possible coffee and enclosing a complimentary sample.

Conducting surveys is a technical field into which the amateur should not venture. The slightest changes in wording of questions can produce substantial variance in replies, and the "loading" of a survey in any direction makes the results comparatively useless. Professional consultants will carefully word questions and will also take care to see that the really important questions are properly placed so that the desired responses will be creditable ones. The people conducting the interviews will also be schooled in the conducting of the interviews.

Numerous questions will seem worth asking in such a survey, and the make-up of the questionnaire itself should receive a great deal of attention from both the company's management and the consultant handling the program. While the suggestions offered below are certainly not complete, they might stimulate thinking on the subject.

It is important to know what brand of coffee the consumer customarily buys and prefers. This should be one of

(Continued on page 77)

*Best Wishes
to the 1952 Tea Convention—*



*—and remember
to ask your Tea Importer about*

JAPAN GREEN TEA

THE MARCH OF TEA

This is the 75th year The Spice Mill, now Coffee & Tea Industries, has been serving the tea field. During this three-quarters of a century, vast changes have taken place.

75 Years Ago A glimpse of the tea industry of 75 years back, from the pages of volume 1 No. 1 of The Spice Mill, now Coffee & Tea Industries, and from other early issues. These highlights from three-quarters of a century ago will give you a clearer picture of the long road tea has traveled.

Today A panorama of the tea industry in 1952, in special material for the seventh annual convention of the Tea Association of the U.S.A. Top men in the industry the world over review the U. S. tea campaign, national and local trends, developments with the U. S. trade and new conditions in producing countries.

Tomorrow What will the tea industry be like 75 years from now, in the year 2027? Leading figures in U.S. tea importing, distribution and promotion, and in production abroad, have some fun with the possibilities. Under the whimsy is stimulating thought on the shape of the tea industry to come.

Tea's 1952 convention

By **HERBERT C. CLARIDGE**, *President
Tea Association of the U.S.A.*

Convention time for the tea industry is approaching again, and unless I am very much mistaken, the seventh annual convention of the Tea Association of the U. S. A. will be the greatest convention we have yet held. It will be my very real pleasure on September 21st to welcome some 350 executives of the tea, grocery, restaurant and allied trades to this outstanding event.

This year we will be meeting at Bretton Woods, N. H., assembling in the same hall in the Mount Washington Hotel where one of man's most earnest attempts at international cooperation was planned and formalized. It was back in July of 1944 that the representatives of 44 nations met at Bretton Woods for the purpose of writing the articles of agreement for the International Monetary Fund. This Fund, which came into force in December, 1945, operates to promote international monetary cooperation and exchange stability. It is one example of world wide cooperative action that is working reasonably well.

I believe that there is more than a casual parallel of location between the Bretton Woods conference and the forthcoming seventh annual Tea Association convention.



At no time in the long history of tea has its importance as an international commodity been greater than it is today. It is no exaggeration to say that tea is one of the most important pillars in the economy of the whole of Southeast Asia. In 1951, tea accounted for 7½ millions in dollar earnings alone to those countries, and this is important business with that area of the world. Its new found freedom is threatened with the same force of aggression against which the free countries of the world are re-arming, and our commerce in tea has the effect of bolstering the economic structure of these nations, thereby giving them added strength to combat this threat of aggression.

This serious international aspect of the commodity, tea, emphasizes the importance of all that we in the U. S. tea industry are doing to increase tea consumption in this country. Naturally, our primary personal interest in tea is profit. But our long-range mutual interest lies in the profit and security that comes from being part of an industry that is growing in volume of sales and number of customers.

In the United States we are faced with what is, without doubt, the toughest tea marketing problem in the entire world. Nowhere else is there such a rough competitive struggle among so many hot and cold beverages for the consumer's favor. The battle for survival and growth is continuous and never-ending. The chance for success is in direct proportion to the brain-power, man-power and money that can be put into the total effort.

(Continued on page 23)

Program spotlights tea distributing

New England, leading tea drinking region in the country, is host to the seventh annual convention of the Tea Association of the U.S.A.—and indications are this may be one of the largest gatherings yet.

Members of the industry and friends in allied trades are converging on The Mount Washington Hotel, in the heart of the White Mountains at Bretton Woods, N. H., where the convention will run from September 21st through 24th.

Against the majestic backdrop of the Presidential Range, tea men will map plans to carry forward the industry's "partnership marketing" drive to expand the tea market in this country, will examine production trends and will pool ideas on all phases of the industry.

Conventioners will also take full advantage of The Mount Washington Hotel's superb sports facilities, including an 18-hole Donald Ross golf course, five tennis courts, a modern driving range, a putting green, heat-controlled indoor and outdoor swimming pools, and a riding stable with miles of bridle trails. The hotel is in the midst of a 10,000-acre estate.

Sightseeing tours will take conventioners to the top of Mount Washington, highest peak in the Northeast, and to other points of outstanding interest.

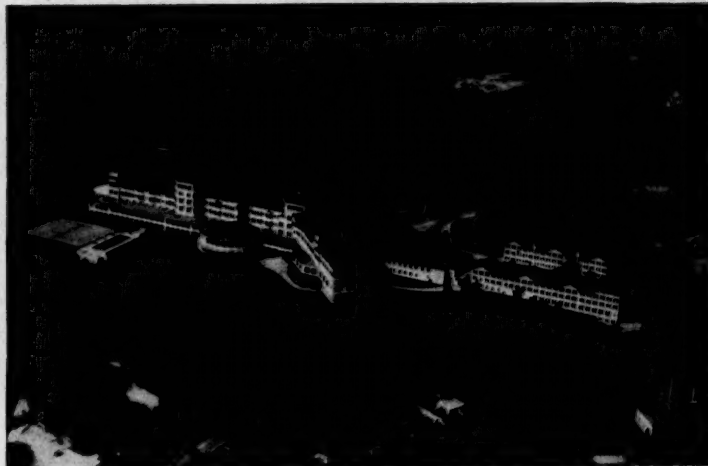
Sunday, September 21st, will be devoted to registration and getting together, highlighted by a cocktail party in the evening tendered by the allied trades. After dinner, conventioners will try their hand at bingo and relax at movies in the grand ballroom.

Monday morning Herbert C. Claridge, president of the association, will open the convention proper, welcoming the delegates both as head of the organization and as a New Englander.

A message from the producing countries will be brought to the conclave by D. F. Ewen, C. B. E., chairman of the Ceylon Tea Propaganda Board.

Most of the opening morning will center on a forum on tea in today's grocery market, with leaders of that field presenting their observations directly to the convention. L. H. Blitch, director of grocery purchasing for the Winn & Lovett Grocery Co., Virgil Stewart, vice president of the Independent Grocers' Alliance, and Frank W. Packard, president of the Packard Bamberger Co., Inc., are scheduled to address the forum.

Their talks will be followed by an open discussion, with



The Mount Washington Hotel, Bretton Woods, N. H., site of the Tea Association's seventh annual convention.

a give-and-take of questions and comments from the floor.

Climax of the morning will be one of the most significant talks of the convention, an address on "Southeast Asia Today" by General Carlos P. Romulo, ambassador of the Philippines and permanent representative of his country to the United Nations.

President Claridge, as chairman of the business session on Tuesday, will introduce top people in the restaurant field who will discuss in down-to-earth terms the subject of making money with tea.

Heading up these speakers will be J. Fred Vollmer, president of the National Restaurant Association, Veronica Morrissey, of L. S. Ayers & Co., Hans Zeisel, director of research for the Tea Bureau, and John Slater, president of the Slater System of hotels.

Again, the talks will be followed by open discussion from the floor.

"The Army Takes to Tea" will be the subject of a report by Lieutenant Colonel Kujawski, U.S.A., chief of the Food Service Division in the Office of the Quartermaster General.

The convention will then turn to broader perspectives affecting tea. Lansing P. Shield, president of the Grand Union Co., will discuss, "Has Business a Platform?"

Past noon the annual meeting of the Tea Association will be convened to elect directors and officers for the coming year.

Wednesday morning the session will be opened by the newly elected president, who will serve as chairman of the day.

Robert B. Smallwood, chairman of the Tea Council, will report on the achievements of that organization during the past year and its plans for the period ahead.

(Continued on page 76)

Getting our story across

By ROBERT B. SMALLWOOD, Chairman
Tea Council

"Why don't you people in the tea business tell us these things?" This is a question that most of us in the industry hear over and over again. It is asked by personal friends, business acquaintances and strangers. The interesting thing is that the question usually comes without any urging on our part.

Let's consider a few examples of the kinds of information we are charged with being lax in telling about. In my own case, three points are commonly mentioned.

First of all, a man is apt to approach me and report that his family is drinking more hot tea than ever. The reason stated is that the lady of the house recently learned how to make tea a better way—stronger and "with more flavor".

A second experience that I frequently hear about is the low cost of serving tea. This comment generally comes from a housewife who hadn't realized until today by a budget-conscious friend that tea was such an inexpensive beverage.

The third item on the list is iced tea. It isn't too surprising that remarks on this subject are more prevalent than the rest, particularly at this time of year. After all, most Americans of every age have become very fond of iced tea in the summer. But the hot July weather this year seemed to make people especially appreciative of iced tea. Hardly a day went by but what I was told by some enthusiastic consumer of its fine flavor. Many remark that restaurants serve much better iced tea than hot tea and a surprising number drink it in cool weather months.

The important point is that many of the people who bring these points to our attention do so in a complaining way. They feel that we in the tea industry have not made the public aware of the outstanding qualities of our product. And this is the thing that, nowadays, might seem rather amazing to us.

In attempting to analyze this situation, those of us in the business are bound to think first about the activities of our own individual companies. Almost without exception we find that expenditures for advertising and sales promotion are now running well ahead of years prior to 1950. In our separate ways we have emphasized the very qualities about tea that people still claim are not well known. In addition to this combined effort, the Tea Council advertising and publicity campaign has been constantly at work during the past two years.

Well then, we ask ourselves, what is wrong? We are trying to communicate with American consumers in a

language they don't understand? Obviously we are modest enough to believe that our language, the media and other factors used *might* be improved. On the other hand, it is hard to think that we have been operating along every track but the right one.

The real answer to the problem, in my opinion, lies in the tremendous size of the job we are all trying so hard to do. Let's face the facts. We in the tea industry are still relatively new to this field of modern-day promotion. Competitive products have been outspending us, by a wide margin, for many years. It is estimated that total expenditures for all tea advertising in this country amounted to \$6,000,000 to \$7,000,000 last year. This is not a small figure by any means. Yet it represents but a fractional part of the total outlay for other types of beverage promotion. Moreover, it is said that all American advertisers together in 1951 spent over \$6,000,000,000 in carrying their messages to the consumer.

With these figures in mind, it perhaps is not so strange that all the people have not yet heard the story on tea that we have been telling. At least they have not heard it enough times to get a sufficiently strong urge for continued and consistent use of the product.

To me there is only one conclusion to draw from this. We've got to keep everlastingly at this job of informing the public of the excellence of our product by the best means possible—and if this is done there can be no doubt about the eventual results.

After a slow but fairly steady decline for over a century, for the past several months tea consumption has been well above that of last year. I believe this healthy growth will continue.

CEYLON ASSOCIATION IN LONDON GREET'S TEA CONVENTION IN U.S.

As president of the Ceylon Association in London, I have much pleasure, on behalf of my association, in wishing the Tea Association of the U.S.A. all possible success for their forthcoming 1952 convention.

Ceylon tea producers are keenly alive to the importance of the U.S.A. market for the sale of Ceylon teas, and through their sale for the earning of much needed dollars to help buy the foodstuffs on which the people of Ceylon depend.

The Ceylon Association in London is therefore following closely and sympathetically the joint effort now being made by producers and the Tea Association, through the Tea Council to maintain and expand U.S.A. tea consumption, which, I feel sure, will bring good results.

R. Mann, President

Ceylon Association in London



More dollars in fewer markets

By WILLIAM S. GRANT, *Chairman
Grocery Section, Merchandising Committee
Tea Association of the U.S.A.*

The most encouraging information about plans for the increased consumption of tea is the progress made this past year in the acceptance of the plan for concentrated merchandising and advertising. Although we cannot state as yet that there is unanimity in the trade on this plan, nevertheless almost all of the principals in the tea industry associated with its direct sale and merchandising to the consumer are agreed on the concentration of dollar expenditure in well defined marketing areas.

I have been associated in retail selling and intimately associated with the tea growers and the United States tea industry's propaganda campaign for many, many years. Since the early days I have been of the firm conviction that a scattering of money over a wide area such as the United States has very little sustained effect on the consumption of tea. My premise has been that \$1,000,000—which is a considerable sum of money—becomes insignificant when used as an advertising and merchandising force to change the consumer habits of 160,000,000 people.

This is $\frac{3}{8}$ of a per cent per person per year. Remember, out of this $\frac{3}{8}$ of a cent there must come production costs, commissions, advertising agency commissions, etc., and then you will end up with the actual amount of money spent for the media itself.

This small amount, then, is being spent on three classes of purchasers of two commodities. During the hot tea season, the number of impressions made on the consumer is divided among those who are regular tea drinkers, occasional tea drinkers, and never-never tea drinkers. When the iced tea season comes, the same classification holds, though there are different numbers of individuals in each as compared to hot tea consumers.

It has also been agreed that to change the best potential group, the occasional tea drinkers, to regular tea drinkers, you must use more than just one reason. A combination of reasons—the economical theme, the stimulating theme, the restful theme, the flavor theme—must all be used with greater or lesser emphasis, depending on the specific company. As a result, this $\frac{3}{8}$ of a cent per person expenditure begins to appear to be so insignificant as to be almost unnecessary.

Remember, however, as the Merchandising Committee has repeatedly stated, that the Tea Council advertising program to date is the leadership around which all brand tea advertisers and sellers gather and follow. Thus, the Tea Council's advertising, although it has little effect on the

individual consumer during the course of the year, becomes greatly effective when augmented by tie-ins of the multitude of brand sellers.

Since this base is effective, as small as it is, in aligning the trade to do a more effective advertising and selling job on tea, then I think it is reasonable to expect a hard-hitting dramatic effect if the Tea Council's advertising is increased in concentrated areas.

Many of the readers of this article are more familiar than I am, of course, with their own trading areas, and will realize that in an area of one million people they wouldn't expect much change if they spent \$5,000. Conversely, if it were possible to change consumer habits with so small a budget, there would be many more successful campaigns.

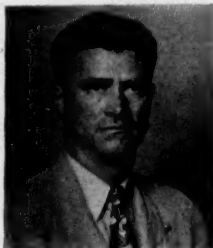
Considering the competition toward the beverages, iced tea or hot tea (they are two different products, you know) any retail tea salesman knows that such competition is extremely effective and active. Only a few of those reading this article have visited a retail store recently and tried to sell that retailer a quantity of tea and put up a tea display. Even with the predominance of deals in the tea industry, believe me, it is not an easy job.

In any area, the competition between brands of tea for the existent tea-consuming market is not really as noticeable as the competition among other beverages, such as beers, colas, coffees, etc. This means that in any market these other beverages are making more and deeper impression on the consumers than our own product, tea. This force is not only attempting to stop the progress made by the Tea Council program, but is also trying to put the tea industry out of business. It is amusing, isn't it, to think that a beer salesman is in competition with a tea salesman? But a consumer who has beer at the dinner table is not a likely prospect for a cup of tea. It follows, then, the more success the beer people have, the less success there will be for us tea people. This means that in any market area the brand tea sellers need and must have as much support as possible, not only to sustain their present sales position, but to push against these competitive beverages and increase the tea sales position. Fundamentally, that is why we in the Merchandising Committee believe in this concentration of advertising appropriation in fewer markets.

All the profound thinking by the research analysts, advertising media experts, copy chiefs, merchandising geniuses, etc., will be more effective if that knowledge is used to change the consumer mind through impressions made repeatedly and deeply, rather than sparsely and superficially. That's a fact.

A tea packer is in business to promote the sale of his own brand, and it must be recognized that that attitude predominates. In analyzing his marketing area, he knows that his greatest success would be in having the consumers who

(Continued on page 71)



Restaurants are tea "sampling" media

By **PHILIP I. EISENMENGER**, *Chairman
Restaurant Section, Merchandising Committee
Tea Association of the U.S.A.*

Although the past year has not seen any sensational developments in the distribution, brewing and promotion of either hot or iced tea, the restaurant industry has continued to play an important part in iced tea promotion and should share honors with the torrid temperatures for the ever-increasing popularity of this ideal hot-weather beverage.

The restaurant industry's complete and enthusiastic acceptance of the two ounce iced tea formula for that "home made" flavor is, of course, one of the basic reasons for the drink's rise in popular esteem. Faithful use of the Tea Council's printed promotional materials on iced tea was another factor. But most important of all has been the restaurant industry's all-out attitude towards the promotion and sale of a summer beverage that offers such big returns for such small investment.

One of the most significant long-range lessons to be learned from the restaurant industry's highly successful promotion of iced tea is the important part that segment of the tea business can play in making the nation as a whole more tea "conscious." While iced tea has always been fairly popular in the home it has been surrounded by a slightly "garden party" atmosphere that has not been conducive to mass consumption. The display and sale of iced tea at stands and counters of every type (as well as in the table service restaurants) has undoubtedly made uncounted converts who would otherwise have been content to slake their summer thirsts with soda-pop.

Food and beverage processors agree that product "sampling" (aside from its cost) is the best possible method that that can be used to introduce and popularize a product. In a very real sense, the restaurant industry offers a free "sampling" service for the Tea Council whenever that organization wants to sell the public on a stronger and better cup or glass of hot or iced tea.

The Tea Council's recognition of that fact is evidenced from the following paragraph, which is quoted from a recent Tea Council release:

"It has long been the conviction of several members of the Council—and of the trade—that the lengthening of the iced tea season offered an excellent potential for increasing our total U.S. tea market. We believe the place to launch this campaign is in the restaurant field. As the first step in that direction, Council merchandising representatives on their recent trip collected case histories of restaurateurs who had already successfully added to their beverage profits by serving and promoting iced tea all year around."



While the Council's choice of the restaurant industry as the spearhead, or "ice-breaker", for the forthcoming "all year 'round" campaign on iced tea is a source of satisfaction, it must be admitted that a great deal of work remains to be done on the proper brewing and promotion of hot tea before any orchids are in order.

On the problem of proper hot tea brewing, some very real progress has been made in the development of mechanical dispensers that will assure the restaurateur of the first requisite of a good cup of hot tea, i.e., "fresh, bubbling, boiling water." On this score, therefore, there is reason to feel confident that sooner or later the boiling water problem will be licked.

The problem of "wet service," however, is something else again. For despite almost universal recognition of the fact that it is absolutely impossible to get a good cup of tea when the tea ball is served on the side (in so-called "dry service") the practice continues in a discouragingly large number of cases—particularly in institutional outlets.

This, of course, is a human rather than a mechanical problem and requires an educational rather than a scientific approach. Apparently a fairly large percentage of fearful restaurateurs would rather avoid the single complaint of the rare bird who demands "dry service" than to give good tea to the 999 who prefer a drink that actually can be identified as tea.

It should be pointed out, however, that this attitude on the part of an operator is not as strange as it may seem, since the "dry service" devotee is usually extremely vocal, whereas a large percentage of the other 999 may not even realize how much flavor and pleasure they are being deprived of when the tea ball is served on the saucer.

Since this is a human relations and educational problem, the answer probably lies in an unceasing barrage of educational material directed against the evils of "dry service." In other words, it cannot be assumed that the point will be learned in one easy lesson, or in one year of easy lessons. Once learned, however, hot tea sales in restaurants are certain to improve and the restaurant industry will be able to play as important a part in the popularization of hot tea as it is now doing for iced tea.

To set up tea research institute in Sylhet, Pakistan, on 22 acre site

Research institute for tea will be set up in the tea gardens of Sylhet in the near future.

A site has been selected on the Balshira Tea Estate, where an area of 22 acres of land is being taken over by the Pakistan Tea Board for the institute.

Says women want fractional tea packages

Most women would like to be able to buy fractional packages of tea and vanilla, as well as other products, according to a recent DuPont consumer survey.

"TAKE TEA AND SEE"

**—goes T-V this fall and winter
in twenty-three major markets**

¶ Tests in a key market have proven the effectiveness of the new and sensational sales medium in relation to tea.

¶ Tea lends itself ideally to visual demonstration on T-V.

¶ Lend your support to the industry's major effort to increase the consumption of tea.

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Member: Tea Association of the U. S. A.

Ask taster be hired on brewing work

By **ALLAN McKISOCK**, *Chairman
Brewing Committee
Tea Association of U.S.A.*

The Tea Association's Brewing Committee recommends that a professional tea taster be hired to carry on experiments in tea brewing methods.

Today, more than ever before, there is a wide variety of equipment available that can be used for the brewing of tea. It is necessary to experiment carefully with each piece of equipment before publishing official instructions. There are certain ramifications connected with these brewing vessels that will need explaining after continuous study and observation.

The trend today is toward the use of one unit or utensil that will not only boil the water but brew the tea, and then act as a dispenser for the brewed tea.

Recently the Brewing Committee was asked to supply a formula for making iced tea from two quarts of water. The water was boiled in a sauce pan, the tea added, allowed to brew and then poured into tumblers. It turned out remarkably well. The Tea Association's official formula was the basis for the Brewing Committee's decision to use 15 tea bags (or 15 teaspoons or 5 tablespoons) for two quarts of water. Brewing time: Three to five minutes.

Preliminary tests with certain glass tea pots and vacuators indicate to the Brewing Committee the need of further study before recommendations on their use can be published. It was noted, for example, that the heat retention properties of a glass tea pot might require a change in the basic formula to the extent of cutting down the brewing time.

The fact that leading manufacturers of coffee and tea brewing equipment are anxious to develop correct brewing formulas for their product has given the Brewing Committee added stimulus to continue its efforts to produce a booklet or brewing manual. It is the aim of the committee to issue instructions to cover every well known piece of equipment that can be practically applied to the brewing of tea, from tea cup and tea pot to aluminum sauce pan and glass rod vacuator. The Brewing Committee feels that the distribution of literature explaining the various ramifications of each piece of equipment will be of real value to housewives who, it has been discovered, have a wide variety of ideas on the subject, matching the wide variety of brewing equipment they have in their homes.

The Tea Association's basic brewing instructions for hot and iced tea, which have been widely published in trade magazines and disseminated through the cooperation of the National Restaurant Association and by individual packers and distributors, are easy to explain and practical in every respect.

For use in the home, brewing instructions are simple and have proved to be generally acceptable. The essential points to remember are to use one tea bag or one level teaspoon for each six ounces of water. The water must be boiling and poured onto the tea. For iced tea in the home, brewing instructions call for "half again as much tea." The extra tea is required to counteract the melting ice, the addition of sugar and the lemon flavoring.

The careful attention to the details of tea brewing are worth the efforts, but in line with today's practice of streamlining the preparation of food and drinks, the Tea Brewing Committee is also attempting to do what it can in this direction for the convenience of all interested in drinking the "cup that cheers."

Tea's 1952 convention

(Continued from page 17)

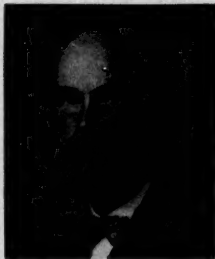
In the industry sales campaign for tea now being conducted under the sponsorship of the Tea Council, the Tea Association and its members are playing a vital role. As a matter of fact, without the existence of a strong Tea Association, it is doubtful if tea's industry-wide advertising, merchandising and publicity campaign to expand the U. S. tea market could have become a reality.


When, in 1950, the Tea Council did come into existence, and literally overnight launched a full scale campaign, all the brain-power and man-power resources of the Association were called into play to assist with the thinking and planning that chartered the Council's direction. Again this year, as has been true since its inception, all of the Tea Association's committees have worked diligently to assist the Tea Council program in every way possible.

In the final analysis, it is our system of committee operation which explains the vitality of the Association and provides the basis for all of the Association's accomplishments. Importers, packers, brokers, agents, distributors, retailers and the allied trades are all represented on one or another of our committees. Through these groups the membership actually runs the association. The people serving on the committees are specialists in their various fields who freely pool their experience and knowledge in the search for answers to the many industrywide problems which are constantly arising.

The thanks of all of us are due to each and every member for the time, attention and effective labor they have given to their voluntary assignments this past year. Without the constant and continuous support of these committees, under no circumstances could the Tea Association have attained the position of leadership which it now enjoys, nor could it long continue to serve the tea industry as progressively, and with such positive beneficial results. And because of their efforts, the work of the Tea Council has been fortified and pressed home with greater effectiveness.

(Continued on page 37)





*Importers
to the Tea Trade
since 1846*

— • —

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

Fun—New England style

By J. ROMAN LA CROIX, Vice Chairman
Convention Committee
Tea Association of the U.S.A.

The tea convention this year takes us back into the highest per capita tea consuming area of the country—New England. Although Boston was the site of a tea party which revolutionized the history of the time, we are putting together plans for a convention which will certainly change the pace of events in the tea industry of today.

The seventh annual convention of the Tea Association takes us to Bretton Woods, in New Hampshire, and all factors of the trade throughout the entire country are looking forward with renewed interest to this year's event. This is borne out by the fact that, at the time this is being written, reservations are coming in at a faster rate than any previous convention. The superb facilities of the Mount Washington Hotel will be available for the exclusive use of the tea convention.

One of the first things that impress you about Bretton Woods is the Presidential Range of the White Mountains which forms a backdrop for the beautiful and spacious countryside. Here is a wealth of opportunity for sight-seeing unlike anything to be found elsewhere in the country.

The Board of Directors has given the Convention Committee unlimited authority to develop recreational activities which will supplement the business program and make this convention an outstanding success. Many interesting trips have been planned for your pleasure. Among them is a ride on the famous Cog Railway so you may enjoy the gorgeous scenery enroute to the top of Mount Washington. Here you will have an opportunity to see one of America's most famous weather stations in operation. Another tour that you will not want to miss is the natural beauty of Franconia Notch, which may best be seen from the aerial tramway.

Those who play golf may be assured that there is no better time of the year than September for golfing in the mountains. The five newly conditioned tennis courts will adequately serve the requirements of tennis enthusiasts. A dip in one of the two pools, indoor and outdoor, both of which are maintained at comfortable swimming temperatures, should top off the day's activities.

The entire atmosphere of this year's convention will be one of informality, except for the formal cocktail party, at which the incoming president will be introduced, and the dinner. Another big evening's entertainment is being planned for you by the New England Tea Trade Club, which will sponsor a real New England barn dance in the most traditional and countrified manner. The dress for this



affair will be "Gingham for the Gals" and Dungarees for the Guys." Be sure to bring them along.

We can assure you that this year's convention is something you won't want to miss, because in addition to the social events, some of which have been outlined here, the program is designed to bring top speakers and leaders from allied industries before you to tell you how they deal with our product and to suggest ways to increase tea sales.

It has been a pleasure to be associated with this fine activity and those of us on this committee extend a most cordial invitation to the entire trade to join us at the seventh annual convention, starting September 21st.

Have you a problem?

By DOROTHY F. SCHNEIDER, Executive Secretary
Tea Association of the U.S.A.
Secretary, Tea Council

Have you a problem? It is your prerogative as a member of the Tea Association to acquaint this office with any question you have on which the association might be helpful.

There are all too many members who never bother to notify us when they have something on their mind.

The association works through a series of committees and is supervised by a Board of Directors. If you have a question, for example, about tea in the restaurant field, we can discuss it for you with a panel of experts. A letter seeking information addressed to the secretary is

directed to the proper committee for handling. Consequently, your question about restaurant service is turned over to the Restaurant Merchandising Committee. On this committee sit the tea industry's most important institutional salesmen. They are backed up by years of experience in selling your product to the restaurant trade. They devote their time to discussions that will help you increase your tea sales.

If your problem is in the grocery field we have a merchandising committee which concerns itself primarily with

(Continued on page 72)



So Special—They're Packed Special!



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"PRESSURE PACKED"
 Chase & Sanborn!

Look for this
 No-Spill Dome Top



HEAR the difference



SMELL the difference



TASTE the difference!

WITH PRESSURE IT'S FRESHER!

Looking Forward to Seeing You at Bretton Woods

Trends in tea brokerage

By GEORGE FRIEDMAN, Owner
George Friedman Co.
New York City

Many in our industry believe that the tea broker no longer performs an essential service. They therefore conclude that the services of the tea broker are no longer necessary. I intend to show in this article why his services—properly performed—are more essential and of greater value than ever before. This holds true for the tea trade in general and more particularly for distributors to the retail trade.

When importers sold only through the brokers, the function of the broker was quite simple. He collected samples of tea from all importers, selected the best trades, and then offered them to the jobbers, packers and wholesalers. With the complete elimination of the tea jobber and the gradual development of direct sales, by the importers to packers, wholesalers and the trade in general, the broker's services became more and more limited. Thus, instead of serving both the importer and the buyer, the broker was forced to compete with the importer on the very teas he obtained from the importer. This change placed the broker at a great disadvantage. He gradually lost much of the business he formerly had. Some more useful and satisfactory method of operation by the broker had to be found. Was there a type of service in the industry which would make the broker once again an indispensable factor?

All engaged in the tea business are well aware of the nature and peculiarities of tea. Being an agricultural product and subject to the vagaries of the weather and other elements beyond absolute control, it is practically impossible to produce tea—even from the same bush—which will be the same in quality and flavor the year around. It is therefore absolutely essential to blend teas in order to get uniformity in flavor and character in the various qualities. Only an expert tea man, specializing in the art of blending, can do this work. It takes years of training to really master that very essential branch of the tea business. Our trade can boast of relatively few men who really can qualify as expert tea blenders.

Blending being essential for most efficient operation, a broker qualified as an expert blender can perform a vitally needed service.

Even the average large firm cannot afford to employ a tea expert. Only a few of the very largest tea distributing firms do employ qualified tea experts and blenders. All other firms—tea packers, wholesalers, the larger food and restaurant chains—should avail themselves of the tea blending expertness of a broker qualified to do this job.

Without fear of contradiction, the writer claims that no other branch of the industry can render these services to the trade as economically and efficiently as can the broker.

To service the trade in general properly, the broker must not only be a good judge of tea, but must also have a thorough knowledge of the blending of teas. He must readily recognize which teas will merge well and the effect of one tea upon another. Only possession of this type of knowledge and experience makes scientific blending possible.

The expert, scientific blender knows he can produce a desired type of tea more cheaply by blending than by the use of a straight tea, fully meeting the requirements, is available. Scientific blending has the merit of making it possible to produce economically any type of tea desired by the buyer.

In our industry, the keen competition for consumer sales makes the following imperative:

1. *Right buying*—lowest price for required qualities and good sound judgement of markets.
2. *Know-How*—the ability to select only such teas as are necessary to produce the buyer's type of blend.
3. *Reputation*—recognition in the trade of ability, integrity and trustworthiness.

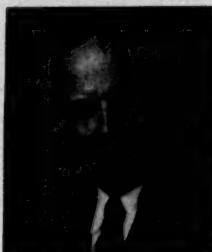
The qualified broker's service meets the above requirements perfectly.

Of additional importance is the fact that the broker has considerably larger buying volume than any one of the firms for which he buys. This places each serviced firm on an equal or better buying basis than many of the very largest tea firms in the country. All this helps the firm serviced by qualified brokers to operate in greatest confidence. The sale and distribution of tea becomes its sole concern and the necessary effort and energy is applied to the increase of sales. The use of the qualified broker's service inevitably results in a firm's increased ability to meet any competition.

Large and small firms now using this type of brokerage service are enabled to buy as advantageously as their competitors. Though they do not employ their own expert tea buyer, they nevertheless command expert service. The broker actually operates as if he were an employee of each individual firm employing his services. Since he buys for many firms, thereby possessing large buying volume, all importers compete keenly for his business. The resulting savings always benefit the broker's clients.

The great advantages of this relatively new type of tea brokerage—necessitated by the changing trends in our business—are as yet not understood and therefore not appreciated by most of the trade. The firms using this highly specialized type of brokerage service will readily attest to benefits obtained. It will undoubtedly repay the effort of any firm to investigate this new trend in brokerage operation. It is my conviction that growing concentration and keen competition in the tea trade will make it necessary for more and more firms to turn to this new brokerage service for assistance because of the imperative need for the greatest efficiency in buying.

Far from being expendable, the qualified broker will emerge as an essential cog in the wheels of our industry.





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REAL COFFEE

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New Cup-Sew COFFEE BAGS

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Full-Flavor
VACUUM PACKED • CUP READY
COFFEE BAGS

Available at your favorite store • Family Products Company • Philadelphia

Four Stokeswrap machines now being used by Family Products Company of Philadelphia to produce their new individual service coffee bag. This new coffee bag, similar to the tea bag which has become so popular in homes and restaurants everywhere, is the latest development in the coffee industry. The bag is formed of heat sealing cellulose from the web, filled, heat sealed and delivered on conveyor in groups of six. Operator places 24 in jar which is then vacuum sealed. Better than 6,000 1/4-ounce coffee bags can be produced on the Stokeswrap per hour.

Stokeswrap is also available with tagger attachment to fasten string and tag to the bag if desired.

Stokes & Smith has been working for many years with the manufacturers of foods, drugs, etc. developing faster, better machines to answer their packaging problems. Consult Stokes & Smith with your packaging problem.

Reprint of newspaper advertisement introducing the new coffee bag.



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FOOD MACHINERY AND CHEMICAL CORPORATION

STOKES & SMITH CO

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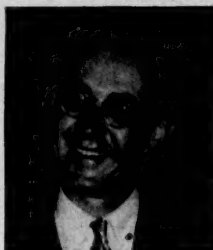
COFFEE & TEA INDUSTRIES and The Flavor Field

Tea trends in the West

By EDWARD J. SPILLANE, President
G. S. Haly Co.
San Francisco

The change that has taken place in tea drinking habits and methods of tea distribution in the West follows the same general pattern we find all over the United States.

When I first entered the tea trade 24 years ago, the great varieties of teas and the many grades imported made it a truly interesting business. In comparison, today about 97 per cent of all imports are blacks, Indias and Ceylons. However, even at that time some of the oldtimers spoke of the steady trend towards Ceylons and Indias, with Java teas becoming more interesting, owing to the improvement in manufacture



In the early 1900's, the demand was for China tea, both green and black, with Japan greens and Formosa oolongs getting a large share of the business. China greens were sold in chops consisting of many different grades. The principal ones known to the trade were Moyunes, Hoochows and Pingsueys, which were divided into Gunpowders, Imperials and Young Hysons. Others were the Teenkais, Fychows and Wenchows.

The large exporters, of which there were many, were located in Shanghai. Some were direct representatives of their houses in the United States, buying only for their firm's yearly requirements. I mention this point as even today, with the exception of one firm, no American packer has a direct representation, to my knowledge, in the auction markets of the world.

The China blacks were divided into North and South China categories, consisting of Pan Yongs, Paklins, Packlums, Lapsang Souchongs, Ningchow, Monings and Keemuns. The latter two were in heavy demand by the consumers in this country during that time.

Formosa oolongs also were in great demand and were sold in large quantities varying from Fancy to Common, in about eight grades.

Japan green teas were in great demand, being divided into the same classification as of today, Panfired, Basketfired, and Natural Leaf teas. However, even up to the year 1941, there was still a fair amount of China blacks, as well as China greens, imported through San Francisco. Considerable China blacks, such as Ningchows, Keemuns and Moning Standard Congou, were being used here on the Pacific Coast, owing to their lower cost, especially Standard Congou, which was sold to the many mining, lumbering and fishing camps. China and Japan greens were still being sold here, but there was more demand for these throughout the Middle West.

In the years past, all of the wholesale grocery houses

carried large stocks of tea in original chests and there were many large tea firms packaging teas into bags under their own private label. The outlets for these wholesalers or packers were the many small family-owned grocery stores and privately owned tea stores, where one could purchase many different kinds of tea, openly displayed in bins or glass-covered cases or sold right from the chests themselves, being scooped out and sold in paper bags in quantities of one or more pounds.

Unfortunately for the tea industry, coffee was becoming more and more popular as a beverage, so popular that many firms and store merchants gradually displaced tea in favor of coffee.

Then along came a new era in packaging, the tin can. This was most favorable to coffee, and those in the industry pushed hard and by new methods of merchandising and advertising so interested the consumer that merchants gradually became more interested in pushing coffee sales.

Not many years later, World War I broke out, and this prevented the regular flow of tea shipments into the country but had little or no effect on coffee imports, owing to our close proximity to the coffee growing countries. Not being able to procure his or her certain kinds of tea, tea drinkers eventually lost their desire for them, that is, for China teas, and some switched over to Ceylons and Indias, others to coffee. The black teas of India and Ceylon were becoming more popular and were eventually, as of today, to replace the China and Japan green teas that were so widely used here in the West. It will be interesting to see if the same pattern may not take place in England in its present status of reduced rations.

During this period, and the years to follow, a great change in merchandising and packaging was taking place, brought on by the chain grocery store.

Eventually, over a period of years, the many wholesale grocery firms consolidated or went out of business. Small family-owned grocery stores began to disappear, as well as the many small tea and coffee shops which sold tea in bulk. A new generation was coming along, and with the disappearance of bulk teas sold on display, as in the past, the new people grew without the knowledge of the many choice and delicate flavored teas that were previously known and used.

Packaging of teas into carton of various sizes by the different packers and the need for standardization brought about the wider use of India, Ceylon and Java black teas, owing to their consistent improvement in manufacture and in demand by the consuming public.

Of course, a great change took place in the industry a few years back when the tea bag was introduced. The West was slower to adopt this new form of brewing tea, but gradually it came to the front, and probably today accounts for about 60 per cent of all tea sold in the stores.

(Continued on page 39)

New factors in tea production

By SIR PERCIVAL J. GRIFFITHS, *Adviser to the Indian Tea Association (London)
and the Pakistan Tea Association (London)*

A country with the wealth and high standards of living of the U.S.A. must necessarily be of absorbing interest to tea producers who see in it a great potential market. Conversely, the American people, leading the world as they do in scientific studies of efficiency and industrial fatigue, cannot fail to be interested in the best work-time stimulant.

The convention of the American Tea Association is thus of importance to observers on both sides of the Atlantic, particularly in view of the close nexus between producer and consumer provided by the combined market expansion campaigns of the International Tea Market Expansion Board and the American tea trade. This is, therefore, an appropriate occasion for a review of the position of the tea industry.

In this article we shall be concerned only with India and Pakistan, where over half the tea available to the world is produced and where many tea companies are, at present, in the doldrums.

Before the war, out of 981,000,000 pounds of tea available annually to the world, excluding China and the Far East, the quantities produced by India, Ceylon and Indonesia were respectively 414,000,000 pounds, 229,000,000 pounds and 169,000,000 pounds. Enemy occupation of Indonesia thus left a large gap in supplies at a time when the stress and strain of war made tea more than ever necessary. Producers in other countries therefore stepped up production rapidly and, as a result, India and Pakistan today produce 261,000,000 pounds of tea more than before the war. A corresponding increase has taken place in Ceylon, and by the end of the war these three countries more than filled the gap caused by the discontinuance of supplies from Indonesia and the Far East.

231,000,000 pounds more than prewar

Since the war, Indonesia has begun to come back into production, and her exports in 1951 amounted to 88,000,000 pounds, as against a prewar average export of 149,000,000 pounds. At the same time, tea from China, Japan and Formosa has again become available and, according to the Bulletin of the International Tea Committee, the tea available to the world today is 231,000,000 pounds in excess of the prewar quantity.

If consumption had stood still, this 23.5 per cent increase in supply would have been disastrous. Fortunately, tea is growing in popularity in many parts of the world. In the Middle East, together with North Africa, for example, absorption in 1951 was 53,000,000 pounds higher than in the quinquennium before the war, and there is evidence that this was not just stockpiling but represented a genuine increase in consumption. In India and Pakistan the corresponding increase was 110,000,000 pounds while Australia too showed an increase of 13,000,000 pounds.

World absorption in 1951 was 1,175,000,000 pounds as compared with 976,000,000 pounds before the war. It is because of this growth of the tea drinking habit, in spite of the

huge increase in production, that supplies in 1951 only exceeded demand by 37,000,000 pounds.

Why is it that an excess which does not exceed 3 per cent of world production has upset markets in Britain, the most important consuming country, so seriously that the price of Indian teas in the London auctions, this year, are on an average nearly 10d. less than last year? There seem to be two reasons for this startling effect.

The first factor is the serious contraction of credit recently imposed by the British government. This policy was directed by sound considerations and was undoubtedly right from the point of view of the national economy as a whole. It has, however, had many awkward results, one of which is that dealers in all commodities at all levels in Britain now tend to maintain stocks at a minimum. If the tea distributors and dealers of Britain, before the war, worked on stocks by £x million, today they are perhaps content to work on £2/3x million. The consequent stepping down of £1/3x million thus has to be added to the 37,000,000 pounds excess of world supply over absorption to give a true picture of the position, and it must also be remembered that there was a carry-over of surplus from 1950.

More potent factor

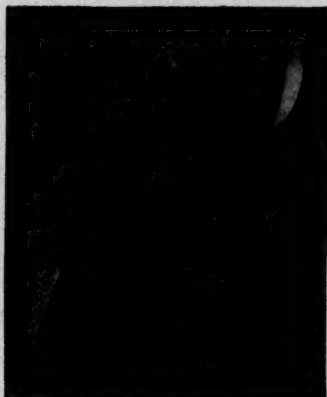
An even more potent factor was the maintenance of the British tea ration at two ounces weekly long after stock figures would have justified an increase. Even though the ration has recently been increased, it is fantastic that rationing should be maintained in Britain at all when there is a world surplus of tea and when Britain can buy her requirements from the sterling area. In this, as in so many other branches of her economy, Britain is suffering from the political law of inertia which seems to require governmental controls to continue long after their proper purpose has been served.

Fortunately, the Minister of Food has now held out a hope of complete decontrol before the end of the year, and it is vital to tea producers that this should take place.

The fall in U.K. tea prices has synchronized with a considerable increase in production costs. In India today wages and other matters at issue between employers and employees are seldom left to be settled by negotiation. They are regulated by the government and in its postwar conduct of labor matters the government of India has paid scant attention to industrial finance. Inspired by the laudable desire to improve the condition of the masses, they have tried to fix a worker's standard of living in the abstract regardless of the employer's capacity to pay. Minimum wage fixation in India has thus resulted in substantial increases in wages in the tea district.

Even before this was done, tea companies were already bearing the heavy burden of supplying their labor with cereals at roughly prewar rates. To make this more concrete, rice is sold to tea garden labor at Rs.5 per maund (1 maund = 80 pounds) while it has often cost the tea company Rs.35 to 40 per maund to procure it. Minimum wage

(Continued on page 77)



GREETINGS

to the 1952 Convention

TEA ASSOCIATION of the U. S. A.



THE MOUNT WASHINGTON HOTEL, BRETTON WOODS, NEW HAMPSHIRE, SEPTEMBER 21-24, 1952

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and
Best Wishes
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in the trade



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*Tea Bags Packed for the Trade on
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*Serving the Trade from
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McCORMICK & CO., INC.*Teas, Spices and Extracts*

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E. H. MILLER TRANSPORTATION CO., INC.*We Truck in Lieu of Lighterage
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*Greetings and Best Wishes from***ST. LOUIS RETAIL TEA & COFFEE MERCHANTS' ASS'N.**Robert W. Bates.....O'Fallon Tea & Coffee Co.
Pioneer Tea Co.....Harry R. Walchli Merc. Co.
Rex Coffee & Tea Co.**SALADA TEA CO., INC.***Tea Packers*

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TEA PACK COMPANY*"The Complete Tea Bag Packing Service"*

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ASSOCIATION**

Eleven Western States

**We are looking forward with genuine pleasure
to the opportunity of greeting the members of
the Tea Association of U. S. A. here at our beau-
tiful hotel in the heart of the White Mountains.**

THE MOUNT WASHINGTON HOTEL
BRETTON WOODS, NEW HAMPSHIRE

A Message of Cooperation

**to all members and guests of
The Tea Association Of The U. S. A.**

BECAUSE WE firmly believe these conventions
to be of vital importance to the successful pro-
motion of Tea in America, we renew our pledge
of earnest and continued cooperation.



THE GREAT ATLANTIC & PACIFIC TEA COMPANY

**Joseph G. Vaskas, Agent
62 Beaver Street, New York 3, N. Y.**

More good quality from North India

By E. W. KEMBER, Chairman
Calcutta Tea Traders Association

It affords me much pleasure to proffer, on behalf of the members of the Calcutta Tea Traders Association, our heartiest good wishes for an enjoyable and successful meeting to all members of the Tea Association of the U.S.A. on the occasion of their seventh annual convention.

Many of the readers of this magazine will have little knowledge of the composition and functions of the Calcutta Tea Traders Association. This body comprises producers, exporters, distributors and brokers. There is much disparity in the stature of our members, no one who is engaged in some form of tea trading being considered too small. The interests of so varied a group of traders must often be in sharp conflict, but that serious differences are very few and far between is due, in large measure, to the bond of a common objective, which is the welfare and prosperity of the North Indian tea trade.

The Calcutta Tea Traders Association is charged with the duty of providing the machinery for conducting the market of the North Indian tea crop through the medium of the weekly public tea auctions, while regularizing of private sale contracts may also come under the purview of our organization. Warehousing and transport facilities have not kept pace with the expansion of the northern tea crop and it has not always proved an easy task to maintain an uninterrupted flow of supplies from the tea growing districts through the Port of Calcutta.

Although at times during the recent years of scarcity of tea supplies some sections of our buyer members may have regarded, with mixed feelings, the growing competition of the powerful U.S.A. buyers for the better growths, it has been realized by all that this waxing interest would ultimately be to the general benefit since producers would strive to increase their output of the better qualities, to which this attention was confined.

World tea production now equals, and appears to be on the point of exceeding consumption. Apart from considerations of good business, stark necessity will compel producers to study the requirements of the most important markets, all demanding more fine quality teas. A steady if almost imperceptible improvement in quality may be expected in the months ahead, provided neither nature nor governments have further shocks in store, similar to those that already have shaken the North Indian tea trade over the past few years.

With the prospect of adequate supplies of better quality teas within buyers' price ranges, an unequalled opportunity will now obtain for tea promotion in the U.S.A. Sufficiency



of suitable tea is not a new condition, since over-production existed in prewar years, but only recently has the true value of tea been appreciated by your public at large. Previously considered more as an adjunct to a social occasion, tea was often prepared in a somewhat haphazard manner. Resultant upon skilful advertising campaigns, assisted in no small degree by the knowledge acquired by wartime visitors to the U.K., where tea may be described as the national beverage, it is being increasingly recognized in your country that tea has an important role in the ever-increasing strain of civilized life.

This appreciation of tea as a mild and beneficial stimulant, and of the combined physical and mental advantages of the tea interval, has arrived most opportunely at the time when tea supplies promise to be, or can be made, adequate to meet any conceivably increased demand. It would thus seem positive that tea packeters are now in a position to push ahead with programs for expansion, assured of sufficient supplies of favored growths obtainable at reasonable prices on the primary markets.

Much publicity has been given over recent months to the greatly increased burdens which have been placed upon the tea producing industry in India. Since word of these may be expected to have reached so well informed a public as the readers of this journal, it would be unrealistic to avoid some reference on this occasion to what is being described by the principal sufferers as a crisis in the industry.

The ability of the tea producers to withstand the repeated shocks of political upheavals and economic distress has been due in large measure to high prices consequent upon the world scarcity of tea, and it is a matter for regret that the reversal of this factor seems to have been overlooked when introducing benevolent labor legislation was precipitantly introduced. As it is, the industry which was just beginning to wilt under existing strains, augmented by lower selling prices, has suddenly been called upon to shoulder considerable additional burdens.

It is fortunate that the tea producers are very well organized and have been able to draw attention, without loss of time, to the anticipated harmful results of new policies, if these are not offset by some forms of relief. It seems in the highest degree unlikely that irremediable damage to one of the countries most valuable assets will be permitted by its legislators, especially when ability to relieve excessive new burdens, if these are acknowledged, lies readily to hand in the form of diminished fiscal exactions.

The present situation may not be speedily resolved, and it is likely to remain of great interest to all those engaged in the various divisions of the tea trade for some time to come. It seems reasonable to assume, however, that the barometer is set fair to fine for buyers, and that it will be long before they are faced again with the frustration of scanty and expensive supplies.

I should mention another thing about the Calcutta Tea

(Continued on page 39)

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Vast strides in Ceylon tea

By W. R. VAN DER KISTE, *Chairman
Planters' Association of Ceylon
Colombo*

As no doubt the forthcoming annual tea convention will give close attention to advertising and merchandising plans, this event is of special significance to the producing countries, in view of the constant necessity for expanding markets.

In the promotion and propaganda of tea, the International Tea Marketing Board has done excellent work, and tea producers owe them a deep debt of gratitude.

I am particularly proud to send a message, as the Planters' Association of Ceylon has consistently advocated tea advertising. It was in 1887, on the proposal of H. K. Rutherford, who is acknowledged as the father of the Ceylon tea advertising campaign, that a scheme was inaugurated for financing and promoting the cause of Ceylon tea throughout the world. Thanks to the foresight and vision of these early pioneers, Ceylon today enjoys the position of the second largest tea producing country in the world.

The vast strides made by tea in Ceylon are noteworthy. The export figure which was 23 pounds in 1873 rose to 23,000,000 in 1888 and 151,000,000 in 1903. Last year it reached the record figure of 305,000,000 pounds.

Despite restriction on tea in the United Kingdom that country continues to be the largest consumer of Ceylon tea. After a lapse of 11 years, the London auctions were reopened on April 16th, 1951, and the U.K. bulk buying scheme was terminated. This has resulted in "a demand for better quality."

Tea exerts a profound influence on our national economy and continues to be the largest contributor to Ceylon's purchasing power. This product accounted for 164,000,000 rupees out of a total of some 295,000,000 rupees collected by the Ceylon government in export duties on agricultural products.

It is realized that increased consumption in the U. S. A. means increased dollar earnings, thereby providing for the payment of our imports and assuring the prosperity of this island, whose improving standard of living constitutes a bulwark against the challenge of Communism.

In a world of competitive markets, Ceylon tea producers must turn their energies to improving the quality of their product while endeavoring to lower production costs. It is, however, a disquieting thought that the present rising labor charges and increased taxation puts Ceylon at a disadvantage in competition with other tea producing countries.

No article on the tea industry in this country would be complete without special mention of the Tea Research Institute of Ceylon, which has continued its unremitting services in the interests of tea and contributed in no small measure to the maintenance of Ceylon's good name as a major producer of quality teas.

This year symbolizes the 75th year of the Spice Mill Publishing Co. and I extend to them on behalf of the members of this association our heartiest congratulations and

the earnest wish that it may long continue to enjoy a prosperous career.

I also convey the association's greetings and warmest wishes for the success of the forthcoming annual tea convention. I am confident that this convention, judging by those which have preceded it, will be an outstanding success and one which will make a worthy contribution to tea's progress in your country.

The inspiration of the 1952 convention should help us to face the future with confidence and to look forward to an increased demand for the "cup that cheers".

Tea's 1952 convention

(Continued from page 23)

Today the Tea Association is a strong force for the good of all who stand to win or lose by the course of the future fortunes of tea. It is better able than ever before to protect the interests of the entire tea trade from unjust or unreasonable government regulation; it has expanded and improved its services to its membership; it is publishing more valuable and helpful commodity news, more reports on commercial and market research, more trade statistics and other information of help to its members in their daily business activity. In all respects, 1952 has been a year of healthy growth and fine achievement for our organization.

It is in this spirit of accomplishment that we approach the seventh annual convention. As in the past, we believe that this convention will produce its own very real reward to all who attend. Outstanding speakers will throw new light on many of the most vexing problems we all face in our business operations. For every afternoon and evening, a widely diversified schedule of social events has been planned to suit every taste, and interwoven with all the business and social activities planned for the seventh annual convention at Bretton Woods lies the grand opportunity to renew old friendships with people we don't get to see as often as we would like, and to make new and lasting friendships.

The convention gives us the chance to get to know one another better—to appreciate each other's problems better—to get a better grasp of the job that we each can do in the next 12 months to keep tea rolling ahead.

Everytime I think about a tea convention it is with a sense of anticipation, not only for the fine program that I know will be presented, but also for the good fellowship which prevails, and if I seem to dwell upon the friendships that are made and renewed it is only because they have meant so much to me, personally.

Now, on the eve of No. 7 in a series of successful conventions, I wish to extend my sincere thanks and appreciation to all who have supported the Association during my tenure of office. With this kind of continued support from its membership, the steady growth of the Tea Association—and the tea industry—is assured.

Japan's tea exporters are on their own now

By S. SAIGO, *Managing Director*
The Shizuoka-Ken Export Tea Association
Shizuoka, Japan

I pay my respects to all the members of the tea industry at the seventh annual convention of the Tea Association of the U. S. A. at Bretton Woods, N. H.—and I heartily wish the convention all success.

In conformity with the understanding and sympathy of various countries, the peace treaty for Japan was concluded at San Francisco, and after the completion of ratifications at last came into force on April 28th. Thereafter the Japanese government dispatched representatives, ambassadors and ministers to those countries respectively. I am anticipating that some Japanese diplomatic officials will attend this convention.

As to the consumption of tea in the world, there is some prosperity and some decay, as a matter of course, but I think it is almost restored to the prewar level.

Tea always neutralizes acidity, and for the European



people, who eat meat, as well as for the Japanese people, who diet on rice, neutralizing acidity in the stomach is absolutely necessary. Therefore I firmly believe the constant use of tea is good for the maintenance of excellent health. The Japanese, who eat rice in large quantities, are enjoying longevity by drinking green tea habitually. Also, the youngsters are always drinking tea and they are all full of vitality.

As Japan tea production in 1951 was $5\frac{1}{2}$ per cent greater than that in increase comparing 1950, the export business consequently could achieve about $23\frac{1}{2}$ per cent increase.

At present there are many European and American people living in Japan, and as an inevitable consequence the importation of black tea is on the increase. Pointing out an instance: in 1949, 168,000 pounds of black tea were imported; in 1950, 591,000 pounds; and in 1951, 1,269,000 pounds.

As a matter of course the townsmen of Japan have come to consuming more black tea now.

I have always thought that it should be made known to consumers that tea is not a beverage to drink by fashion, but for the promotion of health.

Japanese tea export business men, who stand on their own legs now, with the conclusion of the peace treaty for Japan, are feeling keenly the importance of their responsibilities.

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Non-devaluation — and Pakistan tea

By L. T. CARMICHAEL, *Chairman
Pakistan Tea Association
Chittagong*

The Pakistan Tea Association is the youngest association representing tea producing interests in the East, having come into being in 1948 as the result of the partitioning of India and the creation of the new state of Pakistan.

It has as its members over 100 tea estates situated in the Sylhet and Chittagong districts of East Bengal, and is representative of approximately 90 per cent of the industry in the country.

The work of the association is carried on by a series of elected committees: first, seven circle committees, each consisting of a representative of each proprietor or tea company whose estate is situated within the circle concerned; second, the districts committee, made up of the chairmen of each circle with the addition of a chairman of its own; third, the central committee, consisting of nine members representing producing interests, which has its headquarters in Chittagong.

The total area under tea of member gardens is approximately 75,000 acres, and in 1951 a crop of 53,000,000 pounds of tea was produced by all gardens.

Pakistan has supported to the fullest possible extent the London auctions, from the time they reopened in April, 1951. About 31,000,000 pounds of the 1951 crop were sent to that center for disposal. Due, however, to the non-devaluation of the Pakistani rupee, producers are finding it virtually impossible to compete on level terms in the auctions with other producing countries, and for some months past the average selling price of tea has been well below the cost of production.

The association has all along realized that such a situation as has now occurred was likely to arise and has made several representations to the Pakistan government for assistance. Some relief has been given, in that in March, 1952, the export duty on tea was reduced from 4 annas to 3 annas, and now stands in terms of sterling at 4.88 pence per pound.

This duty, however, is still higher than the rate applicable in India and the association is continuing its efforts to have it removed entirely, and in addition has asked for relief in certain other directions, with the object of ensuring that the producer at least gets a fair return on the sale of his teas.

The internal consumption of tea within both East and West Pakistan is acknowledged to be very low, a population of over 75,000,000 people consuming only 20,000,000 pounds of tea in a year. Much could be done to improve the position and the Pakistan Tea Board, a government body set up to promote the sale and consumption of tea in the country and throughout the world, is now examining the question.

Local auctions are also held regularly in Chittagong under the auspices of Pakistan Brokers, Ltd., and these have provided a much needed outlet for the sales of teas to buyers from East Bengal and West Pakistan, some 150,000 chests being sold by this means during last year.

The port of Chittagong has expanded rapidly since it be-

came the only point of exit for the produce of East Pakistan, and has quite naturally suffered some growing pains. The warehousing of tea awaiting shipment has presented a problem in recent years, understandable when it is remembered that the exportable portion of the crop formerly shipped through Calcutta has now to be handled by Chittagong, where until recently no arrangements were in existence to store tea to the extent required.

New sheds are in course of construction, and by the end of 1952 it is expected that sufficient space will be available to deal with the entire annual outturn of all estates.

A further handicap is the fact that there is only a single line railway track from the tea districts to the port of shipment, a distance of approximately 200 miles, but by a system of regulation of dispatches from the hinterland, congestion on the line is avoided, and more important teas are not held up on gardens for long periods.

There is no doubt that the main task of the association now and for some time to come is to find ways and means of closing the gap between production costs and sale prices, and unless success is achieved, it seems clear that first the smaller gardens, with little reserves to fall back on, and eventually the larger companies, will be forced out of business, and in fact a number of concerns have already closed down.

With the exchange factor operating unfavorably, Pakistan starts off with a disadvantage when her teas are offered in the markets of the world, but it is the hope of all that this long-established and closely knit industry will soon be on its feet again and able to continue to give its contribution to the well-being of the trade as a whole.

More good quality from North India

(Continued from page 35)

Traders Association. It is our practice to appoint seller and buyer chairmen in alternate years. Those who have read the foregoing comments will have needed little acumen to decide, from their optimistic tone, that their author was primarily interested in the buying side of the industry. Since buyers will predominate in the circle who will read these remarks, I feel no need to apologize for expressing some mild gratification that the sun now appears to be shining on our side of the street.

Tea trends in the West

(Continued from page 29)

Here on the West Coast the blenders or packers pride themselves on the quality of tea they use, chiefly Ceylons, Indias and Javas.

It is the writer's hopeful opinion that a continued concentration of cooperative advertising with the Tea Bureau will do much to increase the consumption of tea here in the West, making this delightful beverage an everyday drink in the home and increasing demand for it in restaurants.

Let's get together!

We're going to the Tea Association Convention at Bretton Woods, New Hampshire.

Will you be there?

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Tea 75 years ago

Seventy-five years can be a long time, as counted in changes affecting nations, peoples and industries. Probably no three quarters of a century in all history has been as pivotal as the seventy-five years from which we are now emerging.

Tea has seen its share of changes—developments more drastic than we think, until we step out from the trees of everyday activity to take a good look at the forest.

Such a look is offered by the pages of the first volume of *The Spice Mill, now Coffee & Tea Industries*. An item in the very first issue, published in January, 1878, jogs us into a realization of one of the massive changes which has occurred in tea during these seventy-five years.

"The New Tea Region" is the headline on a report in that first issue. "The tea trade is generally considered as being the exclusive business of China and Japan, hence tea from other countries is apt to be looked upon with suspicion as a spurious article," the report stated.

Seventy-five years can be a long time. How vast has been the shift in the world's tea producing areas since.

First tea plantations in Assam

The shift was already underway. "Seventeen years ago," the report continued, "the first tea plantations were established in Assam, and the growth of tea in India was regarded merely as an experiment. The trade steadily increased until, from 1,300,000 pounds of tea in 1861, the export from Calcutta advanced to 25,000,000 pounds in 1875."

Compare those exports with today's. Last year, according to International Tea Committee statistics, India exported 444,431,000 pounds of tea.

The report in the first issue then turned to the subject of quality. You may draw your own conclusions as to whether these observations, and what has happened since, carry any point for today.

"The cause of the poor quality of China teas of late years lies in hasty preparation, with a view to bringing the teas early to market," the report states. "Small farmers grow from 50 to 500 pounds of leaf, and carry it off to a market. If they fail to sell it here they take it to others, and in the meantime the unfired leaf is spoiling fast by exposure to the air. In India the planting, picking and firing are done more systematically, and consequently a better quality of tea is produced."

The same issue also contained some statistics on the money value of tea imports. Again, the figures help us to see more clearly some of the overall changes which have taken place in this industry over the past three-quarters of a century.

In the year ended June 30th, 1875, the tea imports into the United States were valued at \$22,673,703. The next year the total was \$19,524,166. And in the comparative period of 1877 the figure was \$16,481,467.

The issue also has a note—helpful to perspective—on the population of the world's largest cities of that time. London had a population of 3,489,498; Paris, 1,851,792; New York, 1,535,622 (this includes Brooklyn, as it ought, the editor commented); Vienna, 1,091,999; Berlin, 1,044,000; Canton, 1,000,000.

In the second issue is reported a sonorous and quaint warning by a Burlington Hawkeye: "It is a noticeable fact that the flood of atheism, which is now sweeping over this country, followed directly after the general introduction of the chromo into the tea business. Begin at the root of this great evil, brethren!"

Looks like the tea men of the late 1870's were not without their headaches.

That first year, and for many years to come, adulteration of food products by unscrupulous firms and individuals was the target of many editorials and articles. Tea, along with coffee, sugar and other products, was the subject of such fraud. In 1880 a Professor A. R. Leeds, of Stevens Institute, reported that "different samples of teas examined chemically and under the microscope revealed the fact that they were adulterated (sic) by leaves of other plants to a very great extent. Some of the cheapest kinds, selling, say, for 35 cents a pound, contained no tea leaves whatever."

A Captain Blake added that "it was perfectly impossible to buy pure tea at 35 and 50 cents a pound, seeing that a good article cost \$1.00 a pound at Fouchow."

In the meantime, a meeting of the Agricultural Society of South Carolina was considering a proposal to use the abandoned coast lands of that state for the growing of tea. James L. Forbes, who for many years was in charge of a tea garden of 600 acres in the East Indies, wrote that climate, soil and rainfall were all favorable, and only capital and enterprise were needed. With bold vision, Mr. Forbes estimated that he could land first-class South Carolina teas in Europe at a cost of from 15 to 18 cents a pound.

The Agricultural Society of South Carolina voted to ask its Congressmen and Senators to request Congress for a grant of money to establish an experimental tea farm near Charleston.

This action drew familiar scorn from the New York Tribune. Rather than tap Uncle Sam for a grant, the society would have done better, the newspaper declared, to "resolve to send for seed and set about producing the cheering beverage."

Tea did not always enter this country duty free, even long after the Boston Tea Party and the other events of the Revolutionary War gave birth to an independent country.

Vast changes

A report by Secretary Sherman to the Senate in 1879 showed that during the years 1870, 1871 and 1872, the average value of tea varied from 30 to 30½ cents a pound. The rate of duty varied from 15 to 25 cents a pound and the revenue received ranged from \$3,000,000 to \$10,000,000 annually.

During the calendar years from 1873 to 1878, when tea was imported duty free, its average value varied annually from 24 to 38½ cents per pound.

America drank green tea mainly in those years, of course. The black tea now prevalent is another of the vast shifts in the tea picture during the three quarters of a century.

It appears that changes have occurred in a basic way in virtually all phases of tea. Even this quick glimpse has

(Continued on page 71)

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I am a teabag

By C. WILLIAM FELTON, Vice-President,
Henry P. Thomson, Inc.

When the editor of "Coffee and Tea Industries" requested an article prophesying the position of the tea industry 75 years hence, in marking the magazine's 75th anniversary, I was fascinated with the freedom of speech such an opportunity afforded. So many of my outbursts in public and private discussions have incited controversy and "limb climbing" that in a dissertation of this nature, I could encounter no valid opposition—for who could say I was wrong?

While my feet rest upon reasonably sound ground, I could allow my fancy to run freely. With some trepidation about inviting the "man with the white coat" to take me away, I shall ghostwrite this article for a personality which shall speak for itself—and speculate upon its own future. In that way the responsibility rests with it—and I will be here to answer for its utterances 75 years hence—when I propose to be still on hand, doing business at the old stand.

A credit line for the title goes to the Broadway success of last season, "I am a Camera", which recorded observations that do not lie.

C. W. F.

Since the beginning of my existence about three decades ago, I have probably been the most abused element in the tea industry. I have been pushed around by the mechanics who made me—sloshed about by the operators who purveyed me—maligned by the experts who surveyed me—and betrayed by the consumers whose convenience I served. Yet I look ahead to 75 years of flourishing enterprise and perseverance—when I shall play a vital role in man's comfort and enjoyment as a vehicle for the soul satisfying beverage, tea.

What terrifies me today is the speculation on not only what will happen to me in the process of evolution but what man will suffer and endure in carrying to a vastly changed world the potion of tea which his demands will require.

Before dealing in this bit of whimsy about what form I will assume 75 years from today, or what will be the status of production facilities and consuming markets, one realistic conclusion must be faced: the present international crisis and tensions must be resolved into some form of humanitarian development. Inert as I might appear, I feel as adequately qualified to venture an opinion as some of my erudite guardians who steep in the juices of their political vaporings—as even I brew prematurely in some of my servings.

The kettle is boiling, politically, and I see myself stewing in the middle of it. When the showdown between the western world and the Soviet menace will be resolved I do not know, but as sure as I am a teabag, the day will come—

and a new world influence will come into being. Some may call it democracy, others may term it a federation of free peoples. By virtue of their natural resources, productivity and scientific acumen, the United States and Canada will have progressed by trial and error through diplomatic adolescence into a position of leadership in the distribution of the world's goods. The process will not be achieved by conquest or subjugation, but through an orderly pooling of resources and manufactured goods, distributed through channels of free enterprise, where individual effort will be rewarded with commensurate payment and industrial frugality will be compensated by earnings consistent with capital investment.

The great barrier which exists today, The Iron Curtain, will have disintegrated, either by the showdown method of military action or by the dissolution of the Politburo by the Soviet peoples from within.

When that time comes, and it will have happened by 75 years hence, I will play the most important role in my entire existence.

The Russian people, before being Sovietized and since, are inherently avid tea drinkers. It is as much a ritual with them as it is with the English-speaking peoples. A cup of tea, a pot of tea, or a samovar of tea, can warm their enthusiasm as it does their frigid environs.

At the time of the conjectured showdown, I can see the occupying military or civilian governors entering Soviet communities with copious supplies of my brethren teabags in compact package form which can be distributed equitably and conveniently to masses of population. It will be not only an improvement over the filthy ancient custom of chopping off a slab of compressed leaves from a brick, or spooning out of a bag or box a clump of leaves of irregular size, but a fixed quantity of a product developed far beyond its present state. And the populace will love us for it and recognize the friendship in our enterprise.

The Soviet people will not alone benefit by my development. The peoples of the largest tea consuming countries of the world will have taken me into their homes. England, Scotland, Eire, Wales, Australia, New Zealand, China, Japan, India, Ceylon, Africa and all the western world will have found my new form and improved succulence, completely adaptable to their advanced mode of living.

Despite all the ribbings I have taken during my infancy, I have the American consumer to thank for my introduction to world affairs. I know that I have been frightfully tortured in the American restaurant and in many American households, but as in most cases of juvenile delinquency, I place the blame more upon the parents.

Seventy-five years from now, the Brewing Committee of the Tea Association of the U. S. A. and the packers of America will have gotten together on the proper amount of tea leaves required for a teabag, whether for one cup, one pot, one pitcher, or whatever vessel is used. And the filter paper will be of texture and infusibility to permit rapid and

(Continued on page 76)

2027... and tea

By M. A. REILLY, Vice President in Charge of Sales
Thomas J. Lipton, Inc.

Time was growing short and yet he sat. His mind balanced a decision about to affect so many.

Just then a shadow passed his window and for an instant he saw his reflection. He looked at it and thought how little he wished for... peace of mind. He was restless and the very beauty of the world surrounding him was the cause of his sense of futility.

He rose, opened his front door, and on this morning in September, 2027, decided to walk to this important building. As he strolled through the streets his eyes drew in all the wondrous changes that the years had brought. Wherever one chose to look, progress was in evidence.

Even the homes of his people were revolutionary. Heated by the sun's rays, cooled through centralized air conditioning systems, they lived in comfort and peace. Poverty, disease and all the treacherous pitfalls of his young years were non-existent now. Spacious windows revealed scenes that would have startled the people of his youth. Women were busy as always, but cleaning their homes in a most amazing manner. Gone were the days of specialized spring cleaning, for within these glass-enclosed homes furniture, draperies, slipcovers and the walls themselves were composed of synthetics and waterproof plastics. Cleaning became automatic with the flip of a switch which released a sprinkling system, washing clean all with which it came in contact. Another switch, and warm air filled the room, drying floors, furniture and rugs.

Industry was booming, factories were producing these new comforts which had revolutionized standards of living and increased man's lifespan by many years.

Iron was obtained from the core of the earth and needed no furnace treatment. Atomic bombardment yielded stainless steel of any desired composition. Science produced drugs that virtually eliminated disease.

Beyond the limits of his city, stretching out for miles and miles as far as the eye could see, were the farmlands fields sown with crops which the world had never seen before. A few short years ago there had been nothing except the ugliness of barren salt marshes. Now, through the gigantic efforts of progressive science, the land had been sown with salt-resistant plants. Today the living plants were fed directly by spraying nutrients upon the leaves.

From the genius of his nation had come a new and even more potent knowledge. It held a power that encourages fear. And how well he knew that fear is the base of conflict.

He walked and wondered: Was this new way of life with its staggering and glorious secrets, with its greater



security, capable of changing the habits and emotions of people?

He was old now, but his youth had been spent in the world of yesterday. He knew the evil, the lust for power that struggled eternally for dominance with the equally strong-willed goodness that somehow always remained. Could he, in behalf of a nation, share with others the power of this knowledge?

As the minutes passed, his tension grew. He wearily started toward the building, sensing what his reply would be. It saddened him, for he knew the consequences that might result from his negative answer.

It was time.

A door opened for him and he saw the faces of those who came to hear his one word decision. He looked around. It would have been a strange room years ago. For although tastefully decorated and amply lighted, there was not a lamp in view. This too was a part of new way of life. Homes lighted by paint and wallpaper. Phosphorous powder mixed with various building materials absorbed light energy during the day and reproduced them at night. He saw their faces again, and dreaded the thought of this meeting.

As a girl entered, it seemed the last peaceful moment: was at hand. She placed in front of each, a cup and saucer. Silence fell.

Tea was being served.

Troubled and thoughtful, he sat and watched as the steaming water poured over the tea leaves in the crystal clear container, cool to the touch and preheated on the inside through absorption of solar rays. And before his eyes a strange and wonderful change took place. Slowly it started, and faintly at first. As he stared, the bottom of the container began to color, and with effortless ease the golden hue grew deeper and deeper, casting its reflection to the farthest rim. It was strong and clear, and the aroma and fragrance reached out and enveloped him.

Then he knew!

For surely as the water was nothing until fused with the goodness of the leaf, so too was the world... until blended with the leaf that was knowledge.

A faint simile played about his mouth, for he had never thought his solution would be found in so simple an allegory. His smile grew more noticeable as he sat and wondered what these men would think had they known their fate depended upon the beverage set so casually before him.

He raised the cup to his lips and drank. A feeling of strength and faith went through him. Their eyes were upon him, waiting.

He gave his decision.

Tea Imports into Italy

In 1951, 467,900 kilograms of tea were imported into Italy.

It'll be second flush all the time

By K. B. STARNES, *Manager, Tea Export Department*
James Finlay & Co., Ltd.
Calcutta

Tea in 2027 . . .

It is an interesting thought and a subject which might perhaps best be considered after looking 75 years into the past. The industry in 1877 was very different from that which confronts us today. China was by far the biggest exporter of tea, but even there the trade had not yet reached its peak. Fair quantities of tea were coming from Assam and Darjeeling, but there were few estates in Ceylon and the great tea areas in the Dooars and in Java were only just being opened up. A little tea was being grown in Natal and even in Fiji, but none in East Africa, Formosa or Sumatra. Indeed, at that time Africa was still largely an unknown Continent and the great tea growing areas of today had probably not even been mapped out by explorers.

As it used to be

The tea clippers were only just being superseded by steamships and there was still great competition to be the first to arrive with the new season's crop.

The popular demand in those days was for the leafy type of tea. Bohea and Souchong were the best known grades, although BOP's were beginning to come into vogue. Fannings of all types were looked upon as residue and green tea was much more in favor than black.

Today the tea industry has moved westwards. China tea is no longer so much in favor and India is the principal producer. Is it too much to visualize that in 75 years time a still further westward move may make Africa the main exporting country? Surely such a change cannot be regarded as improbable. The population of India is vast and the tea drinking habit is growing. In less than 75 years time India may have difficulty in growing sufficient tea to cater for the requirements of her own population and may be importing great weights of tea from other producing countries overseas.

It might well then be assumed that the tea estate catering to the export world supply of the future is situated in Africa probably not very far from the present tea areas. The estate is likely to be a very much larger unit than the 800-acre plantation so well known in 1952, and there may be as much as 20,000 acres under tea in each particular unit. The bushes themselves appear to be smaller than those we know today and are planted very closely in hedges, giving a ribbon-like effect through the shade trees. We still see large numbers of workers in the field plucking the tea by hand in much the same way as the operation has been carried out since the early days of the industry. Many plucking machines have come and gone but none have been entirely satisfactory. Each plucker looks after a definite number of bushes, going over them every three or four days and a bonus is paid at the end of each year, dependent on the condition of the bushes and the quantity of leaf secured.

In one part of the estate can be seen one of the most modern replanting machines. This is an important part of

cultivation, since bushes are replaced every 20 to 25 years. The operator sits in a central cabin and the machine on caterpillar tracks extends outwards towards the front on his left and backwards to the rear on his right. The front portion uproots four lines of bushes as it moves forward, digging and turning over the earth into a deep trench. The middle portion continues the process, mixing in chemical manures, and the rear portion on the left plants the new bushes. There is a stream of trucks following the machine, taking away the old bushes and bringing new saplings from the nursery.

The laborers live in model towns with all amenities provided and as working on the estates is considered one of the healthiest forms of employment, there are waiting lists from would-be laborers from all over the world. No longer are wages governed by the vagaries of old-time market trends. Today the World Government fixes and guarantees prices to the producer grade by grade with a severe penalty for poor quality teas, a penalty which is immediately deducted from the wages of worker and management on a pro rata basis.

The leaf is transported from the fields to the factory by a net-work of overhead railways, and although the factory produces a much greater amount of tea per acre than in 1952 it does not seem to be any larger than a present-day factory catering for an estate one-tenth the size. It is, of course, powered by atomic energy. There are none of the outside withering sheds which are such a familiar sight today, and in place of masses of old-fashioned unskilled workers, there are only about a dozen engineers to ensure smooth and complete control of manufacture.

The tea is first tipped into green leaf sorters and cleaning machines, which throw out all poor leaf and foreign matter, and the balance of the process of manufacture is conducted on a continuous belt system whereby the green leaf disappears at one end of the factory and well graded fannings and dusts emerge from the final sorting machine.

Air conditioned bins

Air conditioned bins are maintained for storing the tea until it is ready for packing, at which stage it is mechanically bulked and packed into light weight metal chests, each containing a standard weight of leaf.

Only fannings and dust grades are now manufactured, since the tea bag is the most popular form of container in which tea is sold throughout the world. The type of paper used is quite odorless and tasteless, and tea can be kept in the bags for years without deterioration.

Tea is also sold in tablet form in airtight metal containers, the tablet also containing a tasteless chemical which when dropped into cold water brings it up to the boil in matter of seconds.

Teas taste much better in 2027 than they do today. The science of vegetative propagation which involves taking

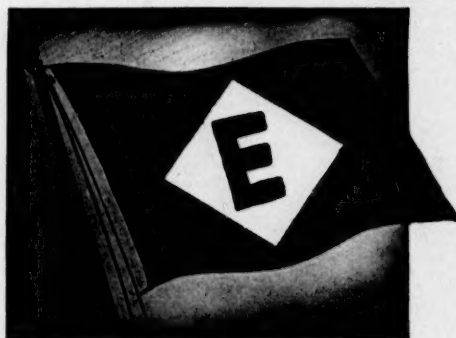
(Continued on page 48)

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The cosmic cup of tea

By WILLIAM F. TREADWELL, *Director of Information*
Tea Bureau
Tea Council
Tea Association

Your director has just parked his private flying saucer, in which he skips from star to star on your tea business. He just hopped in from Mars, where he put on a Publicity Presentation for the Martian tea men, patterned after the quaint old tea convention at the Mt. Washington Hotel, Bretton Woods, New Hampshire, U.S.A., Earth, 75 years ago—way back in 1952.

The tea industry's cosmic public relations campaign is showing terrific results, your director is happy to report. Even some of the newer planets are beginning to inquire about tea. In the next few years your director confidently expects he will have the whole universe drinking tea.



On his way over from Mars, the director stopped to inspect some of our big interplanetary signs, with which he has blanketed the universe. They say, "I Took Tea and Saw."

He also arranged to have a galaxy of thousands of little stars form these words in the sky four times each night. Your director was also able to arrange with a friend in the Cloud Department to have several little clouds float about the starry words, giving quite an artistic effect.

For the fall hot tea campaign your director has arranged to have a spout and a handle attached to the moon. This will prove once and for all that that old friend of lovers isn't made of green cheese at all but is full of hearty, invigorating, refreshing tea. Also, in connection with the moon, we will of course use the big and little dippers—filling them with hot tea.

Through a friend in the Wind Department, your director was able to fix it so that the little zephyrs, when they blow, will sing "I took tea and saw—I took tea and saw." He was also able to arrange for the North Wind, when it sweeps down from the Pole, to roar the same slogan, "I took tea and saw."

Everyone on earth will be able to hear this. Your director is pleased to tell you this will not cost the tea industry one cent as the winds have to make a noise anyway and they might just as well make it about tea.

Of all the planets, Venus is showing the most interest in tea. Next to Earth, our best bet for expansion of the tea business is on Venus, since tea and love have always gone well together. With this in mind, your director has arranged to pick our next Tea Queen in Venus. Those Venus dolls have certainly got "it." Cheesecake pictures of them are certain to make every interplanetary news and picture service.

Your director would like to report a most interesting

development. Today there appeared at his office a very old man—in his dotage. He had a long gray beard and seemed to be wandering in his thoughts, so that your director is not sure whether his story is the truth or a figment.

This old man claimed that when he was young he used to drink a strange drink. It was made from a bean that was roasted, then ground and boiled with water. The resulting drink was quite popular when he was a boy. It was called, he said "kofey" or "coughy" or "coffee." He wasn't sure how it was spelled.

What your director wants to know is, did anyone in the Tea Association ever hear of such a drink? Or is it just an old man's tale? It might make a good story to send out to the press of the Universe—"What ever became of coffee?"

Last time Your Director was in the family attic he found a yellowed old book with the quaint type of long ago. It was entitled: "Predictions of 1952," or "Looking Ahead Three Quarters of a Century." By Teadamus.

In it were these predictions about the tea industry:

Samuel Winokur: "In 75 years packaged tea and probably even tea balls will have disappeared. We'll just throw a pill into a cup of hot water and drink the result. And what fun will that be? No charm, no romance of tea drinking. So let's hope it will never come to that. Let's keep the charm and romance of tea drinking by all means, no matter what we do."

Robert Compton: "The Tea Industry in 75 years? There won't be any tea—or any tea industry in 75 years. There won't be any other kind of food or drink as we know it 75 years from now. The trend is toward simplification in everything—especially food. Three quarters of a century from now we'll just have pills. We won't know what it is to sit down to breakfast, lunch or dinner as we do today. Whenever we need nourishment or refreshment, we'll simply pop a few pills into our mouths and get all the vitamins, minerals and other things we need. So the principal topic of discussion at the tea convention of 2027 will undoubtedly be: 'The best way of moulding Tea Pills.'"

William Reilly: "Naturally we can't tell what anything will be like 75 years from now—but we can hope. We can hope, for instance, that everybody will be using instant tea. And we can hope that coffee drinking will be as obsolete as the horse and buggy of our grandparent's time is today."

They were all wrong, of course—except Mr. Reilly about coffee. All other foods have been reduced to pills—that's true. But the people just wouldn't give up their cups of cheering, refreshing tea. So the tea business is growing stronger each year.

Your director concludes this report with this word of hope. As tea spreads from star to star, he predicts the greatest tea business the Universe has ever known for the winter of 2027-2028.

The development of modern tea packaging

By JOHN M. TOBIA, *Field Manager*
Rossotti Lithograph Corp.
North Bergen, N. J.

Has the design and execution of tea and tag bags cartons kept pace with the rest of the food industry? This is a very important question that can be asked by everyone in the tea industry who sends his packages to market to "do battle" for a share of the consumer's dollar.

It wasn't so very long ago when a package of tea *bad* to have an Oriental motif or flavor. Pictures of clipper ships sailing the oceans . . . coolies carrying baskets of tea . . . bamboo frames . . . Chinese let ering . . . dragons and tea garden scenes—all were commonly used to identify the product.

This custom had its place, perhaps, in those days of hand-retailing and over-the-counter purchasing. In today's era of self-service selling through super-markets and chain stores, your package must be its own salesman. It *must* have the power to attract attention and invite purchase.

The modern package should have a trade-mark or design symbol that can insure ready identification and have maximum memory-value. The use of full-color pictorial illustrations to depict the product or its method of serving adds glamour and sell-appeal to the item. The lithography or printing should be crisp and clear, with the proper selec-



tion of colors to do the best job. Include full directions for use with as many ideas as possible for additional uses. Where these can be illustrated, so much the better.

Your Tea Association has spent considerable time and effort in developing the proper preparation and brewing method for all types of teas. Make use of this valuable material for your packages.

In today's food markets, statistics show that between 61 and 72 per cent of all purchases are done on impulse. It is, therefore, necessary that the creation, design and execution of your package be accomplished with these facts in mind.

It'll be second flush all the time

(Continued from page 45)

cuttings from a mother bush means that the most desirable characteristics of many of the best estates from Darjeeling and Assam can now be reproduced in Africa and blenders can be assured that teas from certain estates will produce the qualities they require from season to season.

No longer do droughts occur or monsoons fail, since the science of weather control ensures that ideal growing conditions prevail all the year round. In fact, it's second flush all the time, and a chemically produced shower of rain each Sunday keeps the bushes free of pests and blights.

All this is on the bright side, and there is no reason to look to the future other than with the optimism and confidence necessary to overcome the temporary difficulties which face the producer today.

A pessimist might well say that by 2027 an entirely new beverage will have been produced and that tea and even coffee will be of the past, like medieval mead. If there is such a person in our midst, may he be drowned in his own anticipations.

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Tea growing in East Africa

(These highlights are on the Nyasa tea belt, from an article in *The Tea and Rubber Mail*, by Dr. C. R. Harler, widely known for his research work on tea, who is now Tea Research Officer for Nyasaland.)

About 75,000 acres are planted under tea in eastern Africa at present, with an annual output rising to 40,000,000 pounds of tea. The tea areas fall into two main groups. One includes those of Kenya, Uganda, the districts in the Usumbara area in north Tanganyika, near the Kenya border, and the new openings in the Ruanda district of the Belgian Congo.

The other areas, about to be described, lie south of 5 degrees South and include districts served by only one wet season, which is followed by a cool, dry period during which the bush winters and little crop is harvested.

This group includes the Mufindi and Rungwe districts in the Southern Highlands of Tanganyika, the potential tea area on the Vipya plateau in the northern province of Nyasaland, about half-way down Lake Nyasa, the thriving districts of Cholo and Mlanje in the southern province of Nyasaland, and the rapidly expanding areas in adjacent Portuguese East Africa.

The tea in the Melsetter district of Southern Rhodesia is not included in the second group, although its climate is similar to but not so favorable as that of Mlanje. It is likely that tea planting in this area and in the adjacent districts in Mozambique will expand.

Mufindi and Rungwe

Mufindi is about 8½ degrees south latitude, and lies at an average of 6,180 feet on the edge of an escarpment. The forest belt which could be opened to tea is about 30 miles long and five miles wide, and it is estimated that 12,000 acres are possible. The rainfall averages about 70 inches. At present up to 2,500 acres are under tea.

In the Rungwe district upwards of 3,000 acres are planted under tea at an elevation of about 4,000 feet in undulating country facing the north end of Lake Nyasa. The rains occur from December to the end of May and average about 100 inches. The country round the head of the lake is one of the wettest in Eastern Africa, and other areas about this location are suited to tea planting, e.g., Lupembe.

The Vipya Plateau

Part of the Vipya plateau comes within the 60-inch isohyet of rainfall. The only rubber estate in Nyasaland is situated at Vizara in this area, and the Colonial Development Corporation is planting tung around Mzuzu, about 40 miles from Nkata Bay. The latter area is at about 4,500 feet with an average rainfall of 60 inches. The land is suited to tea.

Cholo and Mlanje

These two adjoining districts have been developed over the past 20 years and now

total more than 23,000 acres, with an export of nearly 16,000,000 pounds of tea per annum. The commodity is taken from railhead at Luchenza to Beira on the coast.

The Cholo district is situated at an altitude of about 3,000 feet, with an average rainfall of 50 inches. The Mlanje tea is planted round the southern slopes of the Mlanje massif at about 2,200 feet, and the rainfall averages 72 inches. Both areas lie about 16 degrees south.

Portuguese East Africa

The tea industry in this area has great potentialities. Already about 20,000 acres have been opened in the Quelimane province, and the export in 1950 was 6,500,000 pounds. At present, plantations are put out in the Milange, Tacuane and Gurue districts. The Milange estates,

which total about 3,000 acres and include three factories, adjoin those of the Mlanje district of Nyasaland. Rainfall here is rather heavier than in Mlanje, by about 10 inches per annum.

Tacuane's tea area now totals up to 2,000 acres and two factories are in course of development. The annual rainfall is considerably heavier than in Mlanje and is in the neighborhood of 100 inches.

The Gurue district is about 100 miles north-east of Milange. Including the tea planted at Socone, this area amounts to about 15,000 acres, with seven factories. The rainfall is about 100 inches per annum.

The Nyasa tea belt

The area which may be thus described lies in a crescent from Mufindi in south (Continued on page 83)

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More on hedging

(Continued from page 11)

If in his experience the merchant thinks that the basis is going to decline, his policy would obviously be not to stock up on coffee and sell futures as a hedge, as we have described. He would do the reverse, that is, he would sell coffee for later shipment, at the same time buying futures as a hedge against this sale and then later buy the actual coffee to fill his sale, at which time he would liquidate his long futures. This procedure is particularly applicable when the distant futures are selling at a discount.

It would, as a matter of fact, be possible for the merchant to sell to the roaster, in a case like this, at a discount under current price levels, the size of the discount being measured, though perhaps not entirely, by the discount at which he would buy distant futures as a hedge at the time the price of his sale to the roaster is fixed. Such transactions are perfectly feasible, and their possibility is worthy of examination.

For the merchant the advantage would be the ability to do business without stocks on a favorable basis against his competitors who are operating under the procedure of buying for stock and hedging or not hedging with sales of futures. The advantage to the roaster would be that he would be able to buy under current price levels and, in addition, would have the privilege of fixing the price of his purchase at a time of his own choosing. This might be, for example, when he sells his roasted coffee to distributors, chain stores and such like, or when he considers the price level cheap.

To show the mechanics of this operation, the detailed steps may be tabulated as follows:

February 17th

Jobber pays	Jobber receives
or is debited	or is credited

With spot coffee around 56¢ the jobber sells 100,000 lbs. of certain grade of green coffee at 55¢ per lb. to a roaster for delivery in May, with May futures quoted at 54.75¢. In other words, he sells at 25 points on May futures, fixing the price immediately. When he makes delivery to the roaster, he will receive at that time, i.e. in May. . .

\$ 55,000.00

Not having any green coffee on hand or contracted for that will fill his sale, he protects himself by immediately buying three May futures (97,500 lbs.) at 54.75¢. \$ 53,381.25

April 15th

He buys 100,000 lbs. (of the quality needed to fill his May commitment) at 50¢ per lb., i.e., at 20 points off the going price for May, 50.20¢. What he pays for his spot coffee is therefore a total of. \$ 50,000.00

At the same time he sells three May futures at 50.20¢ per lb. \$ 48,945.00

totals \$103,381.25

Gross profit 563.75

In this case the jobber need not fix the price immediately. He can give the roaster the right to fix it at a time of his own choosing. This should be done before first notice day of the futures contract involved. Of course, the price would be fixed at 25 points over the new May price, as agreed on. If the weight sold and the weight of futures are the same, which they are not in this particular example, the gross profit is the difference between the buying basis and the selling basis, multiplied by the weight. However, when the two weights are different, the gross profit will vary slightly from this amount.

The extent to which roasters actually use the futures market is not known to the writer but it is probably not large. Accordingly, it will be interesting to list the following potential uses open to them:

1. The roaster can buy the S contract and take delivery, for he can probably use any quality that the seller decides to deliver. See the second article in this series for information on deliverable grades and cup quality. The experience of roasters in using coffee delivered on futures has been quite favorable.

2. The roaster can buy the S contract when he thinks the price level right and then liquidate his futures at the time he buys the actual beans to fill his obligations.

3. He can buy at a fixed price the coffee that he wants,

(Continued on page 61)

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50th anniversary marked by S. Jackson & Son, Inc. New Orleans coffee handlers

S. Jackson & Son, Inc., New Orleans forwarding agents specializing in the handling of coffee, marks its 50th anniversary this September.

It was in September, 1902, that S. Jackson resigned as New Orleans manager of Hard & Rand and started a business under his own name. The new company, representing coffee importers who agreed to bring their shipments through the Port of New Orleans, offered storage, facilities for sampling, re-conditioning damage and shipping.

The activities continued under the name of S. Jackson until September, 1927, when the company was incorporated as S. Jackson & Son, Inc. On September 16th of that year, the founder died. His son, J. Norcom Jackson, was appointed president—and has served in that capacity ever since.

Though the firm specializes in coffee, it also handles considerable tonnage of other commodities. Though most



J. Norcom Jackson

of its operations have to do with import shipments, it also has an export department serving as freight handlers and brokers. That important department is headed by C. B. Fox, whose background is one of exporting and shipping for many years.

The company operates as custom house brokers, and President J. Norcom Jackson and J. G. Richardson both hold licenses authorizing them to perform the duties of brokers at the port.

At the close of World War II, the company erected a small building in which are all departments. Located in the center of the coffee trade, the headquarters facilitate the services materially.

The officers at the present time are J. Norcom Jackson, president; J. Gray Richardson, treasurer; A. J. Duplantier, secretary; and C. B. Fox, manager of export forwarding.

Standard Coffee, now in new plant, grew from small beginnings in 1920

The Standard Coffee Co., which recently moved into a newly built plant at 2850 Gratiot Avenue, Detroit, grew from small beginnings.

It was founded 32 years ago by James Toulis, and under the same ownership and supervision, developed into a substantial business of roasting and processing coffee exclusively for the institution and restaurant trade. It serves a good number of Michigan's best restaurants, some of which have been Standard Coffee customers without interruption for over 20 years.

As it takes time and experience to do a good job, the company does not believe in using strong promotional methods

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in the conduct of its business, Mr. Toulis explains. Over the years it grew slowly and securely not only in volume of business but in the esteem of its customers. Mr. Toulis is proud of the good reputation the company enjoys among coffee users in Michigan.

The new plant is on one of the busiest thoroughfares in Detroit and near the downtown section of the city. It is a one-floor building of 4,500 square feet, designed especially for roasting and processing of coffee, with the latest type of machinery and ample facilities for smooth and easy operation.

The offices, finished in wood panelling, are attractive. Coffee pictures on the walls tell the story of the cultivation, transportation and processing of coffee until it reaches the cup. Adjoining the offices is a room for sampling and testing coffees.

Grove City, Pa., coffee and tea packer issues brochure to mark 25th anniversary

The George J. Howe Co., Inc., Grove City, Pa., packers of Daily Delight Coffee and Tea, is marking its 25th anniversary this year.

To bring this milestone in its history to the attention of its customers, the firm issued an illustrated brochure reviewing its progress.

The company was founded by the late George J. Howe, when he began roasting green coffee in the window of his small grocery store, the brochure relates.

In an old Model T Ford he delivered the roasted coffee to stores in adjacent communities. As business increased, he sold the store and rented a small building.

On February 7th, 1927, the company was incorporated, and in 1932 it moved to a newly constructed building on the site of the present plant.

A new 15,000 square foot building, now nearing completion, is the fourth addition necessary since 1932 to take care of the increasing business of the firm.

Sixty per cent of the coffee processed by the company is imported direct from Brazil, and the remaining 40 per cent is carefully selected from samples submitted by leading New York importers, it was explained.

Coffee breakfast in Virginia to discuss ways to up volume in mid-Atlantic states

On Monday morning, September 22nd, a group of business men from many countries will sit down to breakfast and discuss how they can promote a greater consumption of coffee in the mid-Atlantic and Midwestern states. These men have a common interest—in one way or another each of them derives a part of his livelihood from the growing, processing or distribution of coffee.

In attendance will be representatives from the embassies of the major coffee growing countries of the world, members of the Departments of State, Commerce, Agriculture and Customs, and the Food and Drug Administration, important coffee importers, roasters and distributors, steamship lines, railroads, truck line and port officials.

The breakfast is to be at the Hotel Roanoke, Roanoke, Va. It will be held just prior to the opening of the Fourth Annual Virginia World Trade Conference, which opens at noon on September 22nd and runs through September 23rd.

Edward Aborn, president of the National Coffee Association, will preside at the breakfast and lead the discussion period, which will follow a talk by Charles G. Lindsay, manager of the Pan-American Coffee Bureau.

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Cups of Coffee per hour

The total output capacity of Nerco-Niro Spray Dryers* now being installed for the production of instant coffee powder equals 500,000 cups of coffee per hour.

Nerco-Niro Spray Dryers offer to the producers of coffees and teas the following outstanding features:

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*Pat.

Installs modern system to control moisture in coffee bean warehouse

The Walton Laboratories, Inc., Irvington, N. J., has announced completion of a modern system for controlling the moisture content of the air in a large storage warehouse for coffee beans.

The warehouse, operated by one of the oldest and most progressive coffee firms, is used to store beans received from growers the world over. Operators have long recognized that the relative humidity of the air in their storage warehouses will vary appreciably with changing weather conditions. It has been as low as 10 per cent, with normal average maximum close to 70 per cent.

It is a natural phenomenon for dry air to remove moisture from beans, and conversely high humidity air will add moisture to coffee that is too dry. The coffee men feel that by controlling the moisture content of the air in their warehouse, they will have far better weight control of all stock and grades. This obviously will enhance the blends, because there will be more uniformity of stock weights.

Walton Laboratories, Inc., specializes in controlled humidification equipment. They have designed and perfected electrically operated centrifugal atomizers which create a fine "cigarette smoke" mist from city water supply piping.

Walton's humidifying units require very little power and only small quantities of water, none of which is wasted, they state. Groups of humidifiers are electrically wired to Wal-

ton's humidistat zone control. The operator is thereby assured of continuously maintaining the desired humidity conditions.



The new \$1,500,000 coffee roasting plant being built for J. A. Folger & Co. at Portland, Oregon. Capacity will be 3,000,000 pounds a month.

Folger building new 78,000 square foot coffee roasting plant in Portland, Oregon

J. A. Folger, president of J. A. Folger & Co., Inc., San Francisco, has announced the completion of plans to build the West's newest coffee roasting plant in Portland, Oregon.

The new Folger factory, representing an investment of over \$1,500,000 dollars, is being built and leased by the Millwood Co., Portland. The plant will boast the latest in modern industrial designing. It will have one story, with a tall four story tower.

When completed, the 78,000-square-foot plant will begin production at an expected one million pounds per month. However, it is pointed out by Folger's that the production rate can be expanded to more than three million pounds, if necessary.



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**Mark McMahon resigns from OPS
to return to private business**

Mark L. McMahon has resigned from the Office of Price Stabilization to return to private business.

Since January, 1951, Mr. McMahon had been in Washington, D. C., as head of the Imported Foods Section, Grocery Products Branch, Food and Restaurant Division.

In this position he had administered price regulations covering imported foods—coffee, tea, cocoa, etc.

Mr. McMahon had been active with a green coffee brokerage house, Nash & O'Brien, before going to Washington.

During World War II, Mr. McMahon was attached to the office of the Quartermaster General for three and a half years as chief procurement specialist. In this capacity he not only was in charge of coffee buying for the Armed Forces but also supervised its transportation, processing and distribution. In addition he did purchasing for the Red Cross, Lend Lease and the civilian feeding programs sponsored by the government.

At OPS, coffee will be handled by Ralph Edwin Spencer, economist with the Confectionery and Imported Foods Section.

**New products covered by rules,
OPS reminds coffee processors**

In view of the recent increase in the number of coffee products offered for sale, OPS has reminded all coffee processors of the necessity of submitting price reports as required by Sections 32, 33 and 34 of the Manufacturers General Ceiling Price Regulation (CPR 22).

These sections prescribe the manner in which ceiling prices for new items are established and also specify the information which should be included in the required reports.

The sale, or offer for sale, of a new item without prior notification by the manufacturer and consequent acceptance or approval by OPS constitutes a violation of the regulation, the agency emphasized.

Coffee products which are affected by the reporting requirements include new brands or types of instant coffees, soluble coffees and soluble coffee products, as well as new blends.

**New South American headquarters
for Delta Line set up in Sao Paulo**

New South American headquarters for Delta Line, Inc., a wholly-owned subsidiary of the Mississippi Shipping Co., Inc., will be located in Sao Paulo, Brazil.

This announcement was made by Theodore Brent, president of Mississippi Shipping, following a recommendation by L. E. Barry vice president in charge of South American operations of Delta Line, Inc., who recently completed an extensive tour of Brazil, Uruguay and Argentina.

"Sao Paulo was chosen as the site for the new headquarters," Mr. Brent said, "because its central location will enable us to keep in close touch with Delta Line operations in Brazil, Uruguay and Argentina."

That's a lot of coffee

During 42 years as a restaurant worker, Manuel Arrol, of Concord, N. H., estimates that he has prepared 17,869,760 cups of coffee.



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Crops and countries

coffee news from producing areas

First World Coffee Congress to be sponsored by Parana as part of centenary events

The first World Coffee Congress will be sponsored by Parana during that Brazilian state's celebration of her centenary, reports Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Governor Munhoz da Rocha said the exposition would have three objects, to show coffee from the historical, agricultural and technical or socio-economic aspects.

Invitations will be sent to other coffee producing states in Brazil and to all coffee producing countries, the Governor disclosed.

Edward Aborn, president of the National Coffee Association of the U.S., promised to cooperate when he visited Londrina during his recent trip to Brazil, the Governor added.

To restore coffee growing in Minas Gerais

The governor of the state of Minas Gerais has declared he is going to promote the restoration of coffee cultivation in that area, to compete with the fine quality coffee of Colombia in a few years.

He said the objective will also be to produce three times the present quantity.

Says Brazil crop will be smaller

Oswaldo Franco, president of the National Coffee Department (in liquidation) expects a considerable reduction in the 1952-53 coffee crop produced in the states of Sao Paulo, Minas Gerais, Espirito Santo and Rio de Janeiro.

The previous estimate of the exportable coffee from the current crop was as follows: Sao Paulo, 7,150,000 bags; Minas Gerais, 2,040,000 bags; Espirito Santo, 1,135,000 bags; Rio de Janeiro, 250,000 bags; total, 10,575,000 bags.

Now the following reduced estimates are applicable, Mr. Franco said: Sao Paulo, 6,500,000 bags; Minas Gerais, 1,600,000 bags; Espirito Santo, 800,000 bags; Rio de Janeiro, 200,000 bags, total, 9,100,000 bags.

The estimate covering the state of Parana has been increased from 4,226,000 to 4,426,000 bags.

Colombia-Italy barter pact calls for big expansion in coffee exports

Colombia expects to put her trade with Italy on a balanced basis, under provisions of a recent barter agreement.

Under the pact, Italy is committed to purchase \$7,500,000 in Colombian coffee, \$400,000 in bananas and \$1,000,000 in miscellaneous goods during the next 12 months. In return, Italy will be permitted to ship merchandise, formerly on Colombia's list of prohibited exports, valued at about \$1,200,000.

During 1951, Colombia imported from Italy some \$4,660,000 in merchandise on the free list, and exported principally coffee worth \$590,000. The new agreement will permit Colombia to eliminate this sizeable trade deficit.

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Provided Italy can absorb the \$7,500,000 in coffee, trade between the two countries can almost be doubled.

France, Haiti agree on coffee shipments

According to a recent trade agreement between France and Haiti, French authorities will issue, beginning October 1st, licenses for the import of 4,000 tons annually of Haitian coffee, under most favoured nation's terms, and will make U.S. dollars available to cover payment of such imports.

The agreement is valid for a period of six years and is renewable.

Cuba's Coffee output sags

A revised estimate places Cuban coffee production during the 1951-52 crop year at 460,000 bags of 60 kilos each, instead of the 613,000 bags previously forecast, and about 16 per cent below the output of 1950-51.

Consumption is also calculated to have dropped about 10 per cent, as a result of higher coffee prices.

Although the statistical position forecast for August 1, 1952, is less favorable than that of August 1, 1951, it is believed that the carryover will be sufficient to meet consumption needs until the 1952-53 crop enters the market in appreciable quantities.

No exports of coffee are foreseen, however.

See El Salvador's new crop up 25%

Barring unforeseen circumstances, El Salvador's coffee crop for the 1952-1953 season should be 25.5 per cent. higher than for the past crop year, it is reported by the General Office of Statistics and Census, San Salvador.

Basing its predictions on a consensus of opinion obtained from growers throughout the nation, the office places probable crop yields for next season at 1,603,726 quintals of 46 kilograms each, as compared with three total of 1,280,000 quintals for the season recently ended.

Last season the crop was decreased substantially by the inroads of an insect known as the "chacuatete." This year the pest has again made its appearance in various zones but the Ministry of Agriculture had taken preliminary precautions to help growers fight it. It is not yet clear just how much damage the insect will cause this year.

Rains came earlier this year than last, and have been more abundant generally. Producers say the latter factor has aided crop prospects.

Predict another bumper crop for Guatemala

Production officials of the Oficina Central de Cafe, Guatemala City, estimate Guatemala will have another bumper coffee crop in the 1952-1953 season.

Production of coffee in the 1951-1952 crop season was one of the largest in the Republic's history.

Four fifths of Guatemala's coffee crop is produced on 1,500 coffee farms, divided among some 1,300 proprietors, with a total labor force of 426,000.

Total area in Guatemala planted to coffee amounts to 337,980 acres, with approximately 138 million trees, 85 per cent of them in production.

The average yield of coffee in Guatemala is estimated to be approximately 515 pounds per acre.

Weak coffee a scourge

Weak coffee is probably the cause of more divorces than strong drink, comments "The Coffee Cup", house organ of the American Duplex Co., Louisville, Ky.

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India's coffee experiment

(Continued from page 13)

change the well known Plantation A for a lesser variety for cheapness, and the public was not slow to record its appreciation whenever a superior coffee was served by a unit.

Although expansion of the coffee market was the primary task of the Board, the sudden disappearance of the Continental market in 1940 thrust upon it a new responsibility. The Board had to save the market from bearing the entire weight of the crop that was thrown upon it with the cutting of the export market. The Board's answer to the situation was the creation of a central Pool into which growers owning more than 25 acres of coffee would surrender their crop in return for an initial part payment. The rest of the payment was made at intervals during the season, according to what was realized at the Pool sales. This system was modified to include all growers of coffee irrespective of size of holding, and private sales by producers have been eliminated since 1943.

The Board was naturally faced with many organizational difficulties in taking over the crop. A large variety of coffees of different grades that came into the Pool from different growers had to be paid for on different scales of valuation. Curing establishments and wholesalers and retailers had to be worked into an overall scheme, where each had to play his part and play it better.

Where a monopoly had been established and competitors had been eliminated, the Board owed a duty to the public. Its responsibility to the grower was matched by its obligation to the consuming public.

Price differential scale

The Board devised a price differential scale ten years ago, and it works to this day without a basic change. To frame this scale, Plantation A coffee has been taken as the basic grade and it was given a point value of 80 with all other grades and varieties getting a related valuation in points. The rate for each point varied according to the sale proceeds of the Coffee Pool. The Board auctioned the coffee from the Pool at regular intervals and wholesalers, retailers and grinders bought their supplies at these sales.

Since the quantity offered at these auctions has an effect upon the general level of coffee prices, the Board regulates the releases so as to hold the price at a reasonable level. There have, of course, been times when the Board was not able to exercise a moderating influence on the market, but the fact that since late 1949 Indian coffee prices have been held at about 60 per cent of world prices should indicate the Board's regulatory authority.

The Indian Coffee Board has given the industry a sense of security and stability the industry has never known before, and there has been a sudden spurt in expansion since 1946. Acreage under coffee rose from 160,000 to nearly 235,000 by the end of 1951. Although the first phase of the Board's activities was concerned with the promotion of coffee consumption and the second with marketing, the third is with research in coffee planting. At present almost the whole of the Board's Cess income goes towards maintaining two large experimental stations. The research team working at the Balehonnur Station have initiated many projects in building up a disease-resisting, high-yielding and quality-maintaining strain, and they have done pioneer work in vegetable propagation of coffee plants.

The Board's success lay in the fact that although it was an instrument of the government, the Board was the government of the industry. It drew the best brains and the ablest men in the industry and it retained its organizational flexibility, meeting each problem as it arose. It has never lost sight of its responsibility to the consuming public, and when growers found it hard to resist the siren call of high prices in 1950, the British vice chairman of the Board at that time and the largest coffee grower in the country struck the key note. He said, "Indian consumers supported the industry for seven years when it was in difficulties and now we can repay that by screening them from the world rise in prices".

The coffee board constitutes a unique experiment which merges private enterprise and public responsibility and provides the industry with the sinews of robust growth.

More on hedging

(Continued from page 53)

to be delivered where and when he wants it, and can sell futures as a hedge, if he fears a price decline.

4. He can buy coffee at a certain differential over or under some futures contract price, in other words, at a certain basis, and get the right from the seller to fix the price at any time he wants to do so. He would not have to take a position in futures as the seller would be the one to carry the futures hedges.

In the next and concluding article the subject of perpetual hedges will be considered.

Panama Canal Co. looking for man to handle coffee roasting, packing

The Panama Canal Co. is anticipating a vacancy for a coffee roaster for duty on the Isthmus of Panama, the company advises.

The position has an entrance salary of \$4,675 a year, on a 40-hour a week basis. Free transportation will be provided to the Canal Zone for the appointee and his immediate family, as well as for his household goods and personal effects.

The applicant must have at least four years of successful progressive experience in a coffee roasting plant, with not less than one year in work equal to that of assistant manager of a coffee roasting plant and grocery packing department with modern equipment for testing, blending, roasting and grinding about 225,000 pounds of coffee monthly and with automatic weighing machines for packaging more than 350,000 retail units a month of ground coffee, rice, flour, beans, peas and other food items.

The applicant must also be an American citizen and not over 45 years of age, although this requirement is waived up to 62 years for persons with veterans' preference.

Further details are available from the Chief of Office, Panama Canal Co., Washington 25, D. C.

Professor Backer is consultant to NCA Food and Drug Committee

Professor Leslie H. Backer, of Stevens Institute, has been engaged as consultant to the Food and Drug Committee of the National Coffee Association.

The committee, headed by Charles F. Slover, is working to ameliorate the threat of confiscation by the government without opportunity to recourse by any coffee firms involved.

THINK IT OVER

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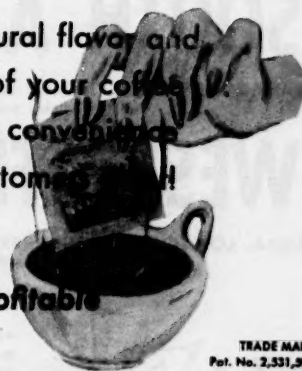
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Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-Wu—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Graco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
West-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampson Roads
Jx—Jacksonville
LA—Los Angeles
Mt—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nt—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
9/16	Sneyfeld	UFruit	Cristobal ² 9/19
9/21	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
10/1	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20
AMAPALA			
9/18	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
9/28	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20
ANGRA DOS REIS			
9/12	Seafarer	PAB	LA10/3 SF10/5 Val10/11 Se10/13 Po10/16
10/9	Villager	Wes-Lar	LA11/5 SF11/8 Pol11/13 Se11/15 Val11/17
10/19	Pathfinder	PAB	LA11/9 SF11/12 Val11/17 Se11/18 Pol11/21
BARRANQUILLA			
9/10	A steamer	UFruit	NY9/23
9/11	Santa Clara	Grace	NY9/16
9/16	Cape Cod	UFruit	NY9/28
9/17	Santa Monica	Grace	NY9/22
9/23	Levers Bend	UFruit	No10/26
9/23	Cape Avinof	UFruit	NY10/5
9/25	Santa Sofia	Grace	NY9/30
10/1	Santa Clara	Grace	NY10/6
10/1	Copan	UFruit	NY10/14
10/7	Fiador Knot	UFruit	No10/20
10/7	Cape Cmirind	UFruit	NY10/19
10/9	Santa Monica	Grace	NY10/14
10/14	Cape Ann	UFruit	NY10/26
10/21	Cape Avinof	UFruit	NY11/2
10/21	Levers Bend	UFruit	No11/3
BARRIOS			
9/10	Mxtaura	UFruit	No9/14
9/13	Byford	UFruit	No9/18 No9/21

SAILS	SHIP	LINE	DUE
9/20	San Benito	UFruit	No9/24 No9/28
9/21	Avenir	UFruit	NY9/28
9/27	Mayari	UFruit	No10/2 No10/5
9/28	Mabella	UFruit	NY10/5
10/4	Mataura	UFruit	No10/9 No10/12
10/5	Thulin	UFruit	NY10/12
10/11	Byford	UFruit	No10/16 No10/19
10/12	A steamer	UFruit	NY10/19
10/18	A Steamer	UFruit	No10/23 No10/26
10/19	Avenir	UFruit	NY10/26
10/25	Mayari	UFruit	No10/30 No11/2
10/26	Mabella	UFruit	NY11/2

BUENAVENTURA

9/19	Santa Leonor	Grace	LA9/18 SF9/20 Se-Ta9/24
9/15	Santa Isabel	Grace	NY9/22
9/18	Santa Rita	Grace	NY9/29
9/19	Banker	Gulf	No10/2 No10/5
9/19	Santa Flavia	Grace	LA9/25 SF9/27 Se-Ta10/6
9/22	Santa Barbara	Grace	NY9/29
9/29	Santa Maria	Grace	NY10/6
9/29	Santa Adela	Grace	LA10/8 SF10/10 Se-Ta10/18
10/6	Santa Luisa	Grace	NY10/13

CARTAGENA

9/10	Fiador Knot	UFruit	No9/22
9/13	Santa Paula	Grace	NY9/17
9/15	Talamasca	UFruit	NY9/22
9/20	Santa Rosa	Grace	NY9/24
9/22	Veragua	UFruit	NY9/29
9/24	Levers Bend	UFruit	No10/6
9/29	A steamer	UFruit	NY10/6
10/4	Santa Rosa	Grace	NY10/8
10/6	Talamasca	UFruit	NY10/13
10/8	Fiador Knot	UFruit	No10/20
10/13	Jamaica	UFruit	NY10/20

SAILS	SHIP	LINE	DUE
10/20	A steamer	UFruit	NY10/27
10/22	Levers Bend	UFruit	Noll/3
10/27	Vergara	UFruit	NY11/3

CHAMPERICO

9/24	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
10/4	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20

CORINTO

9/16	La Hague	Fre ch	LA9/30 SF10/2 Po10/7 Se10/9 Va10/10
9/17	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
9/27	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20

CRISTOBAL

9/13	Fiador Knot	UFruit	No9/22
9/16	A steamer	UFruit	NY9/23
9/16	Santa Isabel	Grace	NY9/22
9/20	Santa Rita	Grace	NY9/25 No9/28
9/22	Cape Cod	UFruit	NY9/28
9/23	Santa Barbara	Grace	NY9/29
9/27	Levers Bend	UFruit	No10/6
9/29	Cape Avinof	UFruit	NY10/5
9/30	Santa Maria	Grace	NY10/6
10/7	Copan	UFruit	NY10/14
10/7	Santa Luisa	Grace	NY10/13
10/11	Fiador Knot	UFruit	No10/20
10/13	Cape Cimbrind	UFruit	NY10/19
10/20	Cape Ann	UFruit	NY10/26
10/25	Levers Bend	UFruit	Noll/3
10/27	Cape Avinof	UFruit	NY11/2

DAR es SALAAM

9/12	William Lykes	Lykes	G10/13
9/26	Elizabeth Lykes	Lykes	G10/26
10/2	Afr Lightning	Farrell	NY11/12
10/27	Afr Rainbow	Farrell	NY12/2
11/2	Sarangani	JavPac	SF1/4 Pol/12 Sel/16 Cal/18

DURBAN

10/24	Sarangani	JavPac	LA12/30 SF1/4 Pol/12 Sel/16 Va1/18
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EL SALVADOR

9/11	La Baule	Independence	LA9/18 SF9/21 Po9/26 Se9/28 Va9/29
9/22	La Hague	French	LA9/30 SF10/2 Po10/7 Se10/9 Va10/10

GUATEMALA

9/10	Chili	French	LA9/16 SF9/20 Va9/24 Se9/29 Po10/1
9/12	La Baule	Independence	LA9/18 SF9/21 Po9/26 Se9/28 Va9/29
9/24	La Hague	French	LA9/30 SF10/2 Po10/7 Se10/9 Va10/10

GUAYAQUIL

9/26	Santa Adela	Grace	LA10/8 SF10/10 Se-Ta10/18
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LA GUAIRA

9/11	Santa Paula	Grace	NY9/17
9/18	Santa Rosa	Grace	NY9/24
10/2	Santa Rosa	Grace	NY10/8

LA LIBERTAD

9/14	Snefeld	UFruit	Cristobal 9/19
9/21	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
10/1	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20

LA UNION

9/11	Snefeld	UFruit	Cristobal 9/19
9/19	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
9/29	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20

LIMON

9/14	A steamer	UFruit	NY9/23
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SOME LIKE IT HOT ... SOME LIKE IT COLD ...

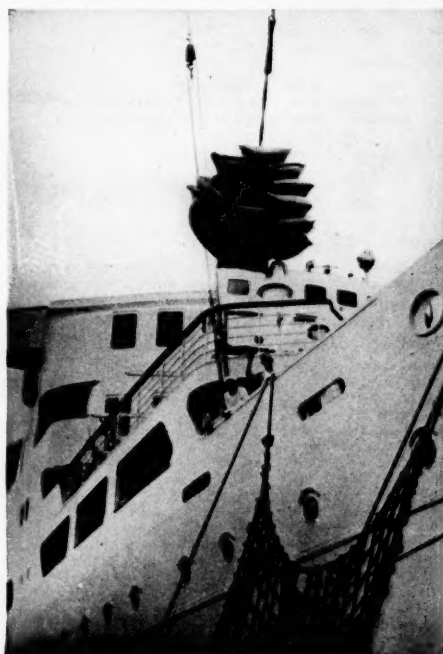
BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

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SAILS SHIP LINE DUE

9/16 Fiador Knot Ufruit N09/22
9/19 Cape Cod Ufruit N09/28
9/26 Cape Avinof Ufruit NY10/5
9/30 Levers Bend Ufruit N010/6
10/5 Copan Ufruit NY10/14
10/10 Cape Cmbirind Ufruit NY10/19
10/14 Fiador Knot Ufruit N010/20
10/26 Cape Ann Ufruit NY10/26
10/24 Cape Avinof Ufruit NY11/2
10/25 Levers Bend Ufruit N011/3

LOBITO

10/1 Afr Patriot Farrell NY11/1
10/5 Afr Glen Farrell NY10/24
10/27 Afr Glade Farrell NY11/25
10/30 Tulane Am-W Afr NY11/15-11/30
10/30 Afr Pilgrim Farrell NY11/18

LOURENCO MARQUES

10/31 Sarangan JavPac LA12/30 SF1/4 Pol/12 Sel/16 Val/18

LUANDA

9/28 Afr Patriot Farrell NY11/1
10/3 Afr Glen Farrell NY10/24
10/24 Tulane Am-W Afr NY11/15-11/30
10/24 Afr Glade Farrell NY11/25
10/27 Afr Pilgrim Farrell NY11/18

MATADI

9/25 Afr Patriot Farrell NY11/1
9/30 Afr Glen Farrell NY10/24
10/3 Taurus Am-W Afr NY early Nov
10/21 Afr Glade Farrell NY11/25
10/22 Tulane Am-W Afr NY11/15-11/30
10/24 Afr Pilgrim Farrell NY11/18

MOMBASA

9/10 Lacksley Robin NY10/29
9/17 William Lykes Lykes G10/13
9/29 Afr Lightning Farrell NY11/12
10/2 Elizabeth Lykes Lykes G10/26
10/8 Kettering Robin NY11/25
10/18 Tuxford Robin NY12/5
10/24 Afr Rainbow Farrell NY12/2

PARAMARIBO

9/24 A vessel Alcoa NY10/18
11/5 A steamer Alcoa NY11/19
12/17 A vessel Alcoa NY12/31

PARANAGUA

9/10 Mormaccun Mormac LA10/7 SF10/10 Val0/14 Sel0/16 Pol0/18
9/11 Artillero Dadero NY10/3 Bo10/5 Pal0/7 Ba10/8 N10/9
9/11 Seafarer PAB LA10/3 SF10/5 Val0/11 Sel0/13 Pol0/16
9/12 Cape Horn Delta N010/5
9/13 Guatemala Lloyd NY10/4
9/14 Peter Jensen Nopal N010/5 Ho10/8
9/16 Mormacsea Mormac Jx10/4 Bo10/7 Pal0/9 NY10/11 Bo10/13
9/21 Del Viento Delta N010/13
9/21 Eidanger SCross NY10/12 Bo10/14 Pal0/16 Bo10/17
9/30 Holberg Nopal N010/21 Ho10/24
10/1 Aagtedyk Hol-Int NY10/20 Bo10/23 HR10/25 Ba10/26 Pal0/28
10/3 Villanger Wes-Lar LA11/5 SF11/8 Pol1/13 Sel1/15 Val1/17
10/5 Del Santos Delta N010/27
10/7 Arendsyk Hol-Int NY10/25 Bo10/29 HR10/31 Ball/1 Pall/2
10/13 Pathfinder PAB LA11/9 SF11/12 Val1/17 Sel1/18 Pol1/21
10/17 Del Monte Delta N011/10

PUNTARENUS

9/13 La Hague French LA9/30 SF10/2 Pol0/7 Sel0/9 Val0/10
9/14 Cstl Adventurer Grace LA10/2 SF10/5 Se-Ta10/10
9/25 Cstl Nomad Grace LA10/12 SF10/15 Se-Ta10/20

PUERTO CABELLO

9/11 Santa Paula Grace NY9/17

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New Orleans—Bissh & Co., Inc., 1308 National Bank of Commerce Building

Houston—Bissh & Co., Cotton Exchange Bldg.

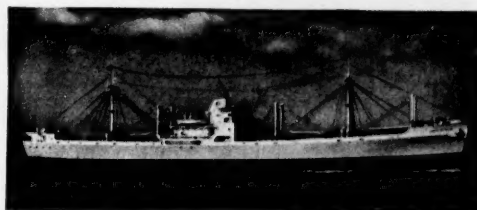
Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.



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Ecuador

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PACIFIC REPUBLICS LINE Freight and Passenger Service between West Coast of United States and the countries of **BRAZIL URUGUAY ARGENTINA**

AMERICAN SCANTIC LINE Freight and Passenger Service between East Coast of United States and the countries of **NORWAY DENMARK SWEDEN POLAND FINLAND RUSSIA**

For complete information apply

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Offices in Principal Cities of the World

SAILS	SHIP	LINE	DUE
9/18	Santa Rosa	Grace	NY9/24
10/2	Santa Rosa	Grace	NY10/8

RIO de JANEIRO

9/10	Sagoland	Brodin	Bx9/23 NY9/24 Bo9/26 Pa9/29
9/11	Del Sud	Delta	N09/25
9/14	Sesfarrer	PAB	LA10/3 SF10/5 Va10/11 Se10/13 Pa10/16
9/14	Horda	SCross	NY10/1 Bo10/4 Pa10/6 Ba10/7
9/16	Artillero	Dodero	NY10/3 Bo10/5 Pa10/7 Ba10/8 NY10/9
9/17	Argentina	Mormac	NY9/29
9/18	Peter Jensen	Nopal	N010/5 Ho10/8
9/19	Gustemala	Lloyd	NY10/4
9/19	Cape Horn	Delta	N010/5
9/24	Rio Jachal	ArgState	NY10/6
9/26	Eidanger	SCross	NY10/12 Bo10/14 Pa10/16 Ba10/17
9/26	Del Viento	Delta	N010/13
10/1	Brazil	Mormac	NY10/13
10/2	Del Mar	Delta	N010/16
10/4	Holberg	Nopal	N010/21 Ho10/24
10/9	Arendedyk	Hol-Int	NY10/25 Bo10/29 HR10/31 Ball/1 Pall/2
10/10	Villanger	Wes-Lar	LA11/5 SF11/8 Poll/13 Sell/15 Vall/17
10/10	Del Santos	Delta	N010/27
10/16	Del Norte	Delta	N010/30
10/21	Pathfinder	PAB	LA11/9 SF11/12 Vall/17 Sell/18 Poll/21
10/24	Del Monte	Delta	N011/10
10/30	Del Sud	Delta	N011/13

SAN JOSE

8/22	Cstl Adventurer	Grace	LA10/2 SF10/5 Se-Ta10/10
10/3	Cstl Nomad	Grace	LA10/12 SF10/15 Se-Ta10/20

SANTOS

9/10	Del Sud	Delta	N09/25
9/13	Mormacowi	Mormac	NY9/30 Bo10/2 Pa10/4 Ba10/6
9/13	Horda	SCross	NY10/1 Bo10/4 Pa10/6 Ba10/7
9/15	Artillero	Dodero	NY10/3 Bo10/5 Pa10/7 Ba10/8 NY10/9
9/15	Argentina	Mormac	NY9/29
9/16	Peter Jensen	Nopal	N010/5 Ho10/8
9/17	Cape Horn	Delta	N010/5
9/18	Gustemala	Lloyd	NY10/4
9/20	Mormacsea	Mormac	Jx10/4 Ba10/7 Pa10/9 NY10/11 Bo10/13
9/22	Rio Jachal	ArgState	NY10/6
9/24	Del Viento	Delta	N010/13
9/25	Eidanger	SCross	NY10/12 Bo10/14 Pa10/16 Ba10/17
9/25	Mormacmar	Mormac	Ba10/18 Pa10/10 NY10/12
9/29	Brazil	Mormac	NY10/13
10/1	Del Mar	Delta	N010/16
10/2	Holberg	Nopal	N010/21 Ho10/24
10/3	Aagtedyk	Hol-Int	NY10/20 Bo10/23 HR10/25 Ba10/26 Pa10/28
10/8	Villanger	Wes-Lar	LA11/5 SF11/8 Poll/13 Sell/15 Vall/17
10/8	Del Santos	Delta	N010/27
10/8	Arendedyk	Hol-Int	NY10/25 Bo10/29 HR10/31 Ball/1 Pall/2
10/15	Del Norte	Delta	N010/30
10/18	Pathfinder	PAB	LA11/9 SF11/12 Vall/17 Sell/18 Poll/21
10/22	Del Monte	Delta	N011/10
10/29	Del Sud	Delta	N011/13

VERA CRUZ

10/3	Tunaholm	Swed-Am	M110/25
10/18	Danaholm	Swed-Am	M111/1

VICTORIA

9/11	Honduras	Lloyd	NY10/1
9/21	Cape Horn	Delta	N010/5
9/28	Del Viento	Delta	N010/13
10/11	Arendedyk	Hol-Int	NY10/25 Bo10/29 HR10/31 Ball/1 Pall/2
10/12	Del Santos	Delta	N010/27
10/26	Del Monte	Delta	N011/10

TEA BERTHS

CALCUTTA

9/14	Excelsior	Am-Exp	Bo NY Pa Ba Hf
9/23	City Phila.	Eli-Buck	Bo10/25 NY10/27 Pa10/30 W11/1 Ball/3

COCHIN

9/14	Arnold Maersk	Maersk	NY10/21
9/15	City Chester	Eli-Buck	Bo10/9 NY10/10 Pa10/13 NY10/15 Ba10/17

SAILS	SHIP	LINE	DUE
10/1	City Phila.	Eli-Buck	Bol0/25 NY10/27 Pal0/30 NY11/1 Ball/3
10/10	British Prince	Prince	Hall/3 Bol0/6 NY11/7
10/14	Sally Maersk	Maersk	NY11/19
11/5	Eastern Prince	Prince	Hall/29 Bol2/2 NY12/3
12/4	Javanese Prince	Prince	Hall/28 Bol2/31 NY1/1

COLOMBO

9/10	Arnold Maersk	Maersk	NY10/21
9/10	Granville	Barb-Frn	USA 10/11
9/12	City Chester	Eli-Buck	Bol0/9 NY10/10 Pal0/13 NY10/15 Bol0/17
9/18	Excelsior	Am-Exp	Bo NY Pa Ba NF
9/19	Brownville	Barb-Frn	NY10/15
9/22	Silvermoon	JavPac	LAll/3 SF11/8 Pol1/15 Sell/18 Vall/20
9/28	City Phila	Eli-Buck	Bol0/25 NY10/27 Pal0/30 NY11/1 Ball/3
10/3	Fernstream	Barb-Frn	USA 10/29
10/8	British Prince	Prince	Hall/3 Pol1/6 NY11/7
10/8	Samarinda	JavPac	SF11/10 LAll/15 Pol2/6 Val2/9
10/10	Sally Maersk	Maersk	NY11/19
10/18	Fernhill	Barb-Frn	USA 11/15
10/22	Utrecht	JavPac	LAll/3 SF12/8 Pol2/15 Sell/18 Pol2/20
11/3	Eastern Prince	Prince	Hall/29 Bol2/2 NY12/3
12/2	Javanese Prince	Prince	Hall/28 Bol2/31 NY1/1

DJAKARTA

9/12	Fernstream	Barb-Frn	USA10/29
9/29	Fernhill	Barb-Frn	USA11/15

HONG KONG

9/16	Peter Maersk	Maersk	SF10/12 LA10/15 NY11/1
9/20	Tamesis	Barb-Wn	SF10/12 LA10/14 NY10/28
9/24	Lake	Pioneer	NY11/11
10/3	Nicoline Mrsk	Maersk	SF10/27 LA10/30 NY11/15
10/5	Belleville	Barb-Wn	SF10/27 LA10/29 NY11/12
10/20	Tungus	Barb-Wn	SF11/11 LA11/13 NY11/27
10/20	Anna Maersk	Maersk	SF11/13 LA11/16 NY12/3
11/3	Lexa Maersk	Maersk	SF11/28 LA12/1 NY12/18
11/5	Talleyrand	Barb-Wn	SF11/27 LA11/29 NY12/13

KOBE

9/11	Fernside	Barb-Wn	SF9/27 LA9/29 NY10/13
9/23	Peter Maersk	Maersk	SF10/12 LA10/15 NY11/1
9/26	Tamesis	Barb-Wn	SF10/12 LA10/14 NY10/28
9/27	Cove	Pioneer	NY11/10
10/8	Lake	Pioneer	NY11/20
10/8	Nicoline Mrsk	Maersk	SF10/27 LA10/30 NY11/15
10/11	Belleville	Barb-Wn	SF10/27 LA10/29 NY11/12
10/24	Anna Maersk	Maersk	SF11/13 LA11/16 NY12/3
10/26	Tungus	Barb-Wn	SF11/11 LA11/13 NY11/27
11/8	Lexa Maersk	Maersk	SF11/28 LA12/1 NY12/18
11/11	Talleyrand	Barb-Wn	SF11/27 LA11/29 NY12/13

SHIMIZU

9/11	Trein Maersk	Maersk	SF9/28 LA10/1 NY10/18
9/26	Peter Maersk	Maersk	SF10/12 LA10/15 NY11/1
10/11	Nicoline Mrsk	Maersk	SF10/27 LA10/30 NY11/15
10/27	Anna Maersk	Maersk	SF11/13 LA11/16 NY12/3
11/11	Lexa Maersk	Maersk	SF11/28 LA12/1 NY12/18

TANGA

9/12	William Lykes	Lykes	G10/13
9/26	Elizabeth Lykes	Lykes	G10/26
10/2	Afr Lightning	Farrell	NY11/12
10/27	Afr Rainbow	Farrell	NY12/2

YOKOHAMA

9/15	Fernside	Barb-Wn	SF9/27 LA9/29 NY10/13
9/15	Trein Maersk	Maersk	SF9/28 LA10/1 NY10/18
9/30	Tamesis	Barb-Wn	SF10/12 LA10/14 NY10/28
9/30	Cove	Pioneer	NY11/10
9/30	Peter Maersk	Maersk	SF10/12 LA10/15 NY11/1
10/11	Lake	Pioneer	NY11/20
10/15	Nicoline Maersk	Maersk	SF10/27 LA10/30 NY11/15
10/15	Belleville	Barb-Wn	SF10/27 LA20/29 NY11/12
10/30	Tungus	Barb-Wn	SF11 11 LA11/13 NY11/27
10/31	Anna Maersk	Maersk	SF11/13 LA11/16 NY12/3
11/15	Lexa Maersk	Maersk	SF11/28 LA12/1 NY12/18
11/15	Talleyrand	Barb-Wn	SF11/27 LA11/29 NY12/13

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SEPTEMBER, 1952

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Solubles

Three top companies add pure instant coffee to soluble product lines

Pure instant coffees have been introduced into selected markets by Nestle, Chase & Sanborn and G Washington Coffee.

The three companies are also marketing their regular instant.

The new Nestle product differs from Nescafe in that it is of the "pure" type, with no added carbohydrates. It requires a completely different manufacturing technique.

Nestle's Pure Instant Coffee will be distributed market by market. So far, Boston, Buffalo, Detroit and Rochester have been covered.

There will be no letup in the aggressive advertising of Nescafe, however. As a matter of fact, new plans emphasizing TV are now being developed.

Chase & Sanborn's pure instant coffee is now on sale in New England and Chicago in two and four ounce sizes. The Chase & Sanborn instant coffee product in four and eight ounce sizes is also on sale in New England. The new instant label maintains the red, white and blue color scheme of the older Chase & Sanborn instant.

Test-marketing of the new 'G. Washington Pure Instant Coffee' was done in New York State.

New coffee soluble—with chicory —is introduced by the Harrison Co.

Made of coffee and chicory with added carbohydrates, a new soluble coffee product has been produced by the Harrison Co., New York City.

The company points out that while the product was primarily created for markets familiar with the use of chicory in coffee, it is felt that the "old world" flavor of the soluble coffee will gain acceptance in other markets as well.

One teaspoonful only is required for making one cup. A four-ounce jar will produce from 40 to 45 servings.

The item will be sold under the name of Harcafe, and will also be packed under private label.

Soluble Coffee plant for Santos

A factory for making soluble coffee is to be set up shortly in the Santos neighborhood, reports the Brazilian Bulletin.

Named assistant field promotion manager for Maxwell House coffees

James M. Edwards has been appointed assistant field promotion manager in the Maxwell House Division of General Foods.

Mr. Edwards joined General Foods in 1946 and served successively as a retail salesman, district representative and institution sales supervisor in the company's Detroit sales district.

A veteran of World War II, he was released from active duty in the U. S. Navy with the rank of lieutenant commander.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		Month Total
		Brazil	Others	Total	Brazil	Others	
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
December	1,538	820	592	1,412	1,008	184	1,192
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537
April	1,569	908	786	1,694	953	458	1,411
May	1,074	617	588	1,205	749	442	1,191
June	1,179	616	605	1,221	808	405	1,213
July	1,300	756	756	1,512	754	406	1,160
August (1-27)	616	586	332	918	659	352	1,011

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

Despite the emphatic denials of possible devaluation of the cruzeiro by the highest authorities in Brazil, concern over this factor seeped into the coffee trade.

The source of this concern was the general economic situation in Brazil on her international trade in commodities other than coffee. Business commentators, viewing the situation, hinted strongly that devaluation might become necessary in spite of resistance to the idea in high places.

Indications were that Brazil would do all she could to hold the line until strengthened by the sales of the new crop, with their powerful transfusion of precious dollars.

This factor was emphasized in one on-the-scene report from Brazil. "Coffee is the lifeblood of Brazil," this report pointed out. "It is the backbone of Brazil's economy. Brazil is growing, and in order to get the things they need so vitally to continue this growth, they must have dollars and they need them very desperately.

"Naturally, in order to get these dollars, Brazil either has to sell coffee at a full price or borrow the money from Uncle Sam because they cannot export any other commodity on a competitive basis.

"Strange as it may seem, it costs them more to produce lumber, cotton and other commodities than the basis at which they would have to sell these articles on the world

markets. I know this will come as a surprise to most people, who seem to feel that cheap labor in Brazil and other Latin American countries enables them to have a very low cost of production on everything they produce.

"This, however, is not the case, and today the Brazilian government is subsidizing cotton, lumber and pretty nearly everything they produce, but of all these articles coffee is the only thing that can be sold in the world market on a competitive basis.

"Because of all this, I am convinced that the Brazilian government simply will not permit the market to break. You can throw your statistics out the window and predict that dire things will happen if Brazil continues to maintain present price levels, but today Brazil is not concerned with what is going to happen next year or the year after. They have an immediate problem confronting them and this problem requires instant attention. It requires them to secure approximately the present basis of prices for their coffee.

"I do not mean by all this that Brazil intends to try to push the market up to meet the situation, or repeat the situation existing in the last world war, where you could not buy strictly soft coffee at the ceiling. I do believe, though, that they will not permit the market to decline, and anyone who thinks that they will is simply indulging in wishful thinking."

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300 years of coffee houses

(Continued on page 10)

in goods which they never actually handle, were coming into being. The stockbroker and financier had appeared on the scene, and the coffee house completed the general transition, for the new type of merchants with their clerks used the Coffee Houses as offices, gave them as their addresses, advertised from them, and received in them visits from their clients.

The most famous example of this is probably Edward Lloyd's Coffee House in Lombard Street, the meeting place of the shipping fraternity, where news of the movements of all ships was available by special arrangement with the neighbouring General Post Office.

Jonathan's, in Change Alley, was the resort of the stock-broking circle, and by two removes became the present Stock Exchange.

Then there were numerous houses where merchants met according to their interests in the overseas trade, the West Indies, the East Indies, China and Russia, where tallow, oil, hemp and seeds were produced.

Business with U.S.A.

In the early nineteenth century, the North and South American was the most important coffee house in the City. Its subscription room was thronged daily, and all the greatest firms of merchants, bankers and financiers were on the list. Their chief business was with the United States of America, source of news and journals were received by steam packet five or six days after publication and despatched by fast runners to the London newspapers, even in the middle of the night. Besides this, 300 or 400 files of newspapers from every country in the world were on constant view.

In the London Coffee House, in the early eighteenth century, the forerunners of our present-day estate agents sold houses by inch of candle.

Not only commerce but politics and poetry reacted to the stimulus of the new beverage and the facilities provided by the coffee houses. In the late seventeenth and eighteenth century, Whig and Tory fought it out with plot and counterplot, some coffee houses becoming established centers for one party or other.

The Amsterdam will be remembered as one of the most notorious of these. It was on the east corner of Bartholomew Lane in Threadneedle Street and it was the haunt of Titus Oates, who was heard boasting there of the people he would draw into his net.

Impetus to literature

As for literature, a tremendous impetus was given to English writing in the coffee house era. A glimpse at Will's Coffee House should be enough. Situated between Covent Garden and Bow Street, this celebrated house was sacred to polite letters. Here, in an atmosphere that "reeked of tobacco like a Guard Room" the great John Dryden sat. Under no roof, we are told, was a greater variety of figures to be seen. "There were earls in stars and garters, clergymen in cassocks and bands, pert Templars, sheepish lads from universities, translators, and index makers in ragged coats of frieze."

In the Turk's Head was founded Samuel Johnson's famous Literary Club. It was here he met and talked with his friends, Oliver Goldsmith, David Garrick, and Sir

(Continued on page 77)

More dollars in fewer markets

(Continued from page 20)

now buy competitive brands of tea change over to his particular brand. If all copy of the industry were studied (this has been done), it is apparent that the ad men, sales executives, etc., of the brand tea companies are primarily trying to take business away from their main brand competitor, and in some instances secondarily they are trying to increase the tea-consuming market. Perhaps this may be interpreted as a short-sighted view, but the businessman knows his ledger must first show black at the end of this year—and then he will make his plans for ten years hence.

Too, these men recognize that in keen competition among brands there is always the plus of some non-users becoming interested, but the overall increase in consumption of tea under such methods is negligible.

Therefore, the new plan of the Tea Council, which has been spearheaded by the Merchandising Committee of the Tea Association this past year, will be the most effective stride, in my opinion, toward permanently increasing the consumption of tea in the United States. The plan, as most of you know, is to select 20 or 30 key market areas and use the major part of the \$1,000,000 appropriated for advertising and sales emphasis in those areas. This winter TV will be used in certain key cities, but there is no attempt to blanket the entire United States. During the summer of 1952, billboards were used in certain selected areas. The companies selling tea have directed their sales energy to a greater extent into those areas because they know the consumer resistance toward tea in those areas is being weakened by the concentration of the Tea Council's advertising appropriation.

The only problem concerning this plan is that, for the time being, brand tea sellers in areas other than the selected markets must be patient until their areas become the target.

Since this is being written for the convention issue, I am glad to have the opportunity of stating to everyone that the members of the Merchandising Committee are the most co-operative and conscientious group of tea executives. During this past year, our team has worked so smoothly and effectively that I believe the trade generally is conscious of the results we have achieved. The guidance given to our team by Toby Hyde and his staff was a major factor in our success. I know the 1952 convention will be successful because there are so many people in the tea industry interested in making it a success.

Tea 75 years ago

(Continued from page 41)

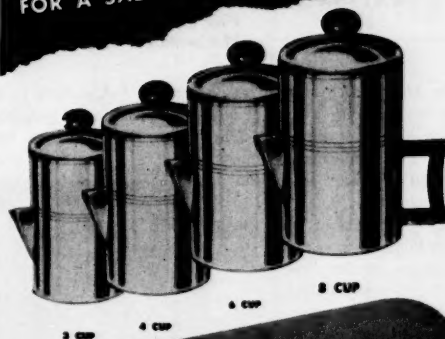
been able to point them up. In quantity and value of tea produced and consumed, in world location of areas of production, in type of tea absorbed in this country, in growth of tea bag brewing—in all phases the changes have been deepgoing.

Nor is there any indication that yesterday's process of change has come to a halt today. In fact, with greater maturity and cooperation within the tea industry itself, many of the changes are being consciously accelerated—in the direction of a larger, more vigorous market for tea tomorrow.

From tea to tuna

James J. Booth, formerly director of advertising for the Tea Bureau, has joined Rhoades & Davis, San Francisco advertising agency, as group head on the French Sardine Co.'s Star-Kist tuna account.

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Tea progress is fruit of industry cooperation

By J. GRAYSON LUTTRELL,

*Vice Chairman of the Board,
McCormick & Co., Inc.*

As we approach another tea convention, we can look back over the past with a pride of accomplishment in the progress which has been recorded. Our achievement has been the fruit of cooperation, contributed by our association membership.

It is regrettable that the same kind of service and cooperation has not been demonstrated in our political life. Incompetent leaders and faulty discharge of responsibilities in high places have led us and maintained us in a political mire throughout this postwar period.

Equally regrettable is the fact that most of us are failing to help correct this unhappy situation. Generally speaking, we recognize the blessings that flow from our way of life, but there are far too few of us who are willing to forget the "party line" and the "five per cent", and make personal sacrifices for the protection and welfare of our future generations. We should be making some contribution to our community, to our state and to our nation for the privilege of being an American.

Too many of us in business and industry take a gloomy view of politics and government and even go so far as to remain aloof from all manner of civic activities. Not only does the average businessman avoid participation in politics and government, but he vetoes participation in this field by subordinate executives and employees, the assumption being that it takes time and energy from duties and may develop enemies for the business through political contacts.

This attitude basically unsound in a democracy. It is a perfect example of ignorance and disregard of the freedom of responsibility. Inevitably, any community is a reflection of the kind of people on it, just as the character of a business reflects the character of the top management. Government is so important in the community that, if it is left to professional politicians and second raters, sooner or later the effect will be felt throughout the entire area. Whether we like it or not, our community responds according to our attitude toward its government and allied activities.

The opportunity to exercise the freedom of responsibility and contribute to the progress of our fellow man has been made possible largely because of our free competitive enterprise system, the best way to achieve the greatest good for the greatest number. If we are to continue to bulwark the world economy, then we must be free of unnecessary government regulations. These controls, designed to protect the individual, can be a distinct threat to our liberties. Government guaranteed security, like that in the welfare states of Europe, can be carried to the point of leaving our citizens no incentive of opportunity and no freedom of choice. It can happen here unless we, as business men and American

citizens, take the time to participate in government and other civic activities.

We have strength and untold wealth in the young men who hold the future of this country in their hands. They cherish their heritage; they know the value of their citizenship; they recognize the responsibilities that go with freedom. Their courage and strength have been thoroughly tested on the field of battle, and they have learned to fight for their rights and the rights of others.

There are many numbers of this young generation in our association today, and they are the best guarantee that our organization will continue to grow stronger under the principles of American democracy.

Tea trends in the South

By LAZ ARON, Owner

*Commercial Import Co.
New Orleans, La.*

There has been a definite increase in the consumption of tea in the South since World War II, due mainly to the fact that better grades of tea have been received in this country. The U.S. government raised the standards of tea, prohibiting the importation of inferior grades.

Because of the southern climate, the greater portion of the tea consumed in this region is iced, and with the better quality of tea, people have quickly realized the pickup afforded by this healthful, invigorating beverage.

In my opinion, tea will be even more generally served in the South as even more people become better acquainted with the delicious flavor of a cool, frosty glass of iced tea.

Have you a problem?

(Continued from page 25)

the sale of tea at the grocery level. Representatives of the large and small tea packing companies sit on this committee and develop sound merchandising techniques which are helpful not only to you but to the Tea Council as well.

If it's a question of research, your Research Committee has some of the ablest men in the industry, with years of practical experience in food research as well as specific background on tea. Through them we have a general idea of the basic trends in tea marketing.

These are but three of the committees which stand ready to serve you. All too few of us realize that a letter from a member sets this committee machinery in motion and makes available new ideas to the Board of Directors. Once these committee reports are presented to the Board they become valuable tools in tea merchandising and selling for the entire membership.

The Trade Relations Committee publicizes recommendations passed by the Board in its bulletins, so the answer to your problem, given consideration by experts in the industry, becomes common knowledge to the entire industry through this printed media.



THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Trends in spice distribution

By LESTER W. JONES, *Director of Purchases
McCormick & Co., Inc.*

Part 1

Spices, light in weight but heavy with history, are as essential today as they were centuries ago.

A few centuries back, spices lured men into perilous adventures and helped build empires. Nations and cities blossomed under their influence and churches and palaces were built. Blood was shed in remote corners of the earth because of these fragrant, palate-tingling seeds, buds, roots, berries and barks. All of this is recorded in hieroglyphics on the walls of ancient Egypt, in the history of the Crusades, in the tales of the fabulous adventures of Marco Polo, in Columbus' discovery of the Western Hemisphere, down to the chartering of the great East India Company and the saga of Yankee clipper ships.

Spices, so valuable in early times, were often used as currency and were among the first packaged products in this country less than 100 years ago. The spice business in this country was a curiously disconnected industry, made up of great numbers of small processors who were usually limited in distribution. The consuming trade during this period purchased their spices from the grocery trade in bulk, buying whatever quantity they required, and getting it in a paper bag.

Naturally, the manner in which they were handled was anything but sanitary and, in fact, showing little improvement in this respect over the spices collected by our forefathers nearly 4,000 years ago.

Early in the twentieth century the spice industry of this country saw the necessity for improving the quality of the various spices and set out to do a better job of cleaning. Later on, the United States government saw a need to further protect the consuming trade and inaugurated the Food and Drug Administration, whose specifications were written and maintained by the spice industry.

In addition to the improvement of the sanitary condition of spices, it was further found that all spices could not be ground on the same machinery. Therefore, after many years of research, other machines were developed to take care of spices of different characteristics in order to deliver to the consuming trade a properly ground spice that would produce the best seasoning and flavor.

It was then found that the distribution of spices through



Ray C. Schlotterer

the old cracker barrel store method was not delivering spices to the public in the best possible manner, and back as early as 1905 many of the spice manufacturers started to pack whole and ground spices in sealed cardboard containers. By offering the housewife her spices and flavorings in individual packages, so that she could maintain a complete selection on her kitchen shelves, they laid the foundation in this industry for what is now known as the value of brand identification.

Up until this time about 90 per cent of the spice business was done through the grocery store in bulk or private label cartons. Afterward, many spices were packed in window cartons which had the fascination of being the first transparent window package ever used—mica being the nearest thing in those days to the present clear cellophane. These cartons had only a brief success. The adhesive holding the window soon dried out and lost its grip and storekeepers were busy sweeping up the spilled spices. Dealers began returning the packages to the manufacturer. So, like many a pioneer idea, this had to be put aside for another 20 years.

Spices were then packed in small paperboard cartons, until about 1910 or 1911, when lithographed tin cannisters, which had small friction type plug closures, put in their appearance.

After many years of frequent changes the can manufacturing plants finally were able to build a metal dredge which was tamper-proof and permitted the insertion of a teaspoon, an arrangement known as a spoon sift top.

This idea has been improved upon over the past 15 or 16 years, and at the present time the housewife is receiving a package that is completely sealed, with the contents untouched from the time it leaves the manufacturing plant until she opens it in her kitchen.

During the evolution of spice packages, manufacturers coined trade names which have today become nationally known brands, assuring the consumer a supply of highest quality spices regularly, since even today there are various grinds of all types of spices, seeds and herbs. She now knows she can buy the brand she likes, and when she purchases again, will receive the same article she bought before.

At this time the industry became conscious of the necessity for package designs, based on eye appeal, which would assist the retail grocer in moving the merchandise from his store. Hundreds of thousands of dollars were spent with commercial artists and the old, cluttered label faded out of the picture. Results have borne out the industry's theory that package impact and recognition by the shopper are greatly enhanced when the trademark has a shape and character all its own, one that can be produced in any color or in black and white and still be readily identified.

Spice importers, grinders under CPR 31

Importers and grinders of imported spices and herbs, such as black pepper and cloves, were specifically placed under provisions of the Import Ceiling Price Regulation (CPR 31) by the Office of Price Stabilization.

The action was taken by removing spices and herbs from the commodities to which the manufacturers' ceiling price regulation (CPR 22) applies and by amending CPR 31 to make it clear that the import regulation covers the grinders and importers.

CPR 31 also applies to grinders who mix imported spices and herbs with domestic spices and herbs, as well as to importers and grinders of the imported products.

Simultaneously, OPS exempted domestically produced spices and herbs from price control when they are not mixed with an imported spice. The agency pointed out that 95 per cent of the total volume of seeds and herbs are imported and that the exemption of domestic production will have little or no effect on the cost of living.

The actions were embodied in Amendment 12 to CPR 31; Amendment 53 to CPR 22; and Amendment 5 to General Overriding Regulation 7, Revision 1, the regulation covering exempted food and restaurant commodities.

Mexico cuts export tax on vanilla

The vanilla industry obtained considerable aid in its struggle to meet keener competition from British and French colonies on the world market when President Miguel Aleman decreed that export taxes on vanilla be reduced 80 per cent, reports Douglas Grahame, Mexico City correspond-

ent of Coffee & Tea Industries, formerly The Spice Mill.

The president took the action at the special request of Marcos Antonio Muñoz, governor of Vera Cruz, which produces most Mexican vanilla.

Review trade, supply trends at conference

William Lakritz, president of Florasynth Laboratories, held a sales meeting and conference with his midwestern and western divisional heads recently at the company's Chicago headquarters.

Among the topics discussed in closed sessions were trade trends of the year, raw materials, new materials, and intra-company sales promotional plans. Some time was given to broadening sales promotional activities.

The conference received first-hand information on new items and flavor materials now in research from David Lakritz, chief chemist of the organization.

Sales problems and related topics were discussed by William Lakritz, as well as by Joseph H. Fein, treasurer, and Jack N. Friedman, vice president.

Malherbe joins Boukouris tea department

John B. Malherbe has joined the tea department of Boukouris & Co., Ltd, New York City.

Mr. Malherbe has had wide experience in the tea trade. After serving his apprenticeship in Amsterdam he was sent to Java, where he learned the producing end of the business. He then returned to London, where he was associated with the Market Prices Co.

Mr. Malherbe is 30 years old, is married, and has a three-year-old daughter.



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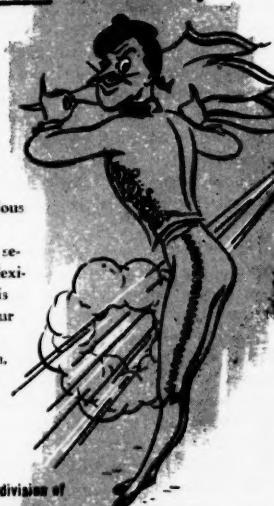
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BRANCHES IN PRINCIPAL CITIES



Public relations for vanilla

By RAY C. SCHLOTTERER, Secretary
Vanilla Bean Association of America

This article is from the two-pronged report by Mr. Schlotterer to the recent convention of the Flavoring Extract Manufacturers' Association. One phase of his talk centered on market trends. The other, presented here, was a hard-hitting discussion of the problem of increasing vanilla bean consumption through a program of public relations.

Some observers believe that in the present competitive struggle, basic raw material suppliers are on the defensive when battling the new giants in the field of synthetics, and that man-made products must eventually replace those resulting from the handiwork of nature. They picture graphically the growth of the modern synthetic rubber industry and its results upon present sales of natural rubber. They see what synthetics are doing to the economies of those world areas that have played a leading role in the past by supplying raw materials.

As buyers and sellers of a natural raw material, we are not unmindful of our position in the continuous search for, and growing use of, substitutes and synthetics. As exponents of the qualities of natural vanilla, we note with interest—and with growing concern—the roles played by vanilla and coumarin in the field of the lower cost pungent flavor substitutes. As believers in the unique, pleasing, likeable and satisfying qualities of natural vanilla, who have stressed its enhancing, blending or soothing effects, we are not content to sit idly by in a business trend to cut corners or reduce costs. We believe that the consumer can be sold quality, even if price is continually being emphasized. We are therefore fighting both a defensive and an offensive battle in this present give-and-take over price and quality.

True, every industry wants to have the consumer use more of the products it sells, whether it's natural spices, French champagne, swiss cheese or South African lobster tails. We believe our product when used in sufficient amounts has a quality flavor surpassed by none.

What do we find? Even if population has increased, higher living standards emphasized, plus an accelerated growth in the ice cream and food industries, natural vanilla flavor, which has always played a leading role, has not shown a commensurate increase in consumption.

More than half of the vanilla imported goes into extracts, but does the housewife recognize its flavor and aroma? Is it hidden in the emphasis on price rather than on quality? Does the label tell the true story? Is it sufficiently publicized?

The old answer that vanilla costs too much is threadbare.

The fact is Bourbon vanilla beans, during a period of inflation, are priced lower today than they were fifty years ago.

In 1900, the quoted price on Bourbon beans was in the neighborhood of \$4.00 per pound; today they are less than \$3.00. Compare this with any other product in the Department of Labor Consumer Price Index. The answer that there is not enough available can be easily rectified through the growing interest of foreign countries in products directly related to their own economic welfare.

We believe that an insufficient quantity of the natural product is used in food processing techniques for the average consumer to become even acquainted with the quality of the real McCoy. In other words, they are trading on the name, but ignoring it completely as the basic flavoring agent.

It is for this reason that consumer education on what is a true vanilla flavor needs an educational revival—a new rededication. Shakespeare said: "What's in a Name? That which we call a rose by any other name would smell as sweet." We, however, value our name and say, "Call flavors what you will, but do not use indiscriminately the term vanilla. We have a quality flavor and unless used in sufficient amounts so as to give the product its basic aroma and flavor, then you are trading unfairly on a name."

It is for this reason that such terms as "artificially flavored", "imitation", "pure", "natural" or "fortified" need some sort of redefining, if not voluntarily by industry discussions then, by the adoption of government standards. We know and you know that one product is not pure and another impure, otherwise the extract manufacturer could not stay in business. We believe, however, that more informative labeling is a must. In order to call a product "natural", for example, certain basic specifications should be given on how much and in what amounts.

We are confident of being on the right track. During the year we distributed more than ten thousand booklets entitled "The Story of Pure Vanilla", containing many recipes for its use in beverages, cakes, confections, cookies, desserts, puddings, frostings, hot breads, pies, sauces and syrups. Two thousand were distributed on request following a radio program by a leading dietary expert.

What followed? Members received orders in unbelievable numbers for direct shipment of the bean itself. American housewives, school teachers and consumers generally wanted to duplicate the pleasing flavor and aroma that we were talking about.

It would seem that your customers want a better quality product and believe they are not getting it. To you who are selling the consumer, is our belief that a better vanilla extract begets the consumption of more vanilla beans a distorted and out of focus point of view.

Black market coffee among dealings of "colonel's lady"

The roaring black market for coffee in West Germany played a part in the downfall of "the colonel's lady", Mrs. Katherine G. Reed, wife of Colonel Allen W. Reed.

She was convicted on five charges of illegally dealing in coffee, as well as in occupation gasoline coupons and currency.



Ray C. Schlotterer

Program spotlights distributing

(Continued from page 18)

Specific plans for the industry's promotion drive in the months to come will be presented by Edward M. Thiele, of the Leo Burnett Co., Inc., advertising agency for the Tea Council. Mr. Thiele's subject will be "Tea and TV".

C. William Felton, a vice president of the Tea Association, will then preside at an "idea mart."

"Tea Town, U.S.A." will be introduced by Bill Treadwell, director of information for the Tea Bureau, the Tea Council and the Tea Association whose presentations are always a memorable phase of the conventions.

Winding up the sessions, retiring president Claridge will announce the tea industry's annual awards of the Golden Teapot to prominent individuals who have been outstanding in their service to the industry.

With the afternoons free for sport and social activities, conventioners will welcome the programs arranged for them by the various committees.

The sightseeing trip to the summit of Mount Washington will be made on the famous cog railway, which climbs the slopes of the mountain at a steep angle. Another trip is scheduled, at this writing, to the aerial tramway at Franconia Notch. Here a cable car swings viewers to the top of a mountain.

Heading up the sightseeing committee is Henry Semke, assisted by Russell Morse, Donald Peterson, Joseph Wertheim and Donald G. Gill.

Golf will be leading the sports parade for the tea folk, as usual, with the arrangements for the tournaments in the able hands of Brad Delano, chairman, and H. B. Leussing.

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Tennis matches on the five courts will be set up by Carl Seeman, Jr., as chairman, and Raymond B. Partridge.

Other sports—from swimming to riding—will be handled by William H. MacMelville and R. D. Thomson.

Monday evening has been tabbed New England Night, and at 9:30 the tea men of this region will play host to the convention at an old-fashioned barn dance. The word is—dress accordingly, in calicos and blue jeans.

Tuesday evening will see a sharp change of pace. Before dinner the board of directors of the association will hold a cocktail party for the assemblage, and formal dress will probably dominate. After dinner there will be dancing in the grand ballroom.

Sparking all arrangements for the convention is a five-person group which has been hard at work for many months. Chairman of the convention committee is Hayes G. Shimp, Jr., assisted by vice chairmen Roman La Croix and Russell W. Field, treasurer Edward C. Parker and secretary Dorothy Schneider. Mr. Field is in charge of general arrangements.

The convention program was set up by Carl I. Wood, as chairman of the committee, and Anthony Hyde as vice chairman, assisted by R. Barclay Scull and Edward J. Vinnicombe, Jr. In charge of publicity is William F. Treadwell.

I am a teabag

(Continued from page 43)

flavorful extraction of all the essential goodness of the invigorating product. The appendages of string and tags which now make me feel like a balloon about to descend will be gone and forgotten; and I will be able to repose peacefully in a cup or pot without being agitated into insensibility. In restaurant service, I shall be of comfortable size so that I may work efficiently in the area of an urn once enjoyed by my forebears—the coffee bag.

The new world order of things will bring about changes in tea itself. The principal countries of production will remain: India, Ceylon, Indonesia, Africa, China and Japan, but nurture and manufacture will be vastly improved with the result that scientific research will have produced the means to extract elements from the ancient tea bush which have been latent for thousands of years. Treatment of soil mechanical plucking, controlled dehydration for withering and improved process of rolling will start the product on its

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inherent course. Fermentation under scientific oxidation methods and drying by atomic infrared coagulation will seal the essential elements of flavor and stimulating properties within the leaves. Sortation will be unnecessary because only one leaf and the bud will be plucked, which will provide the uniform leaf size required to pack into us teabags.

The course of my future looks grim indeed, but I think I have the guts to survive all that man can throw at me. I am a teabag and I have a brilliant and glorious adventure ahead. I only hope that man can take the beating that I have endured.

New factors

(Continued from page 30)

fixation has thus merely added to a burden which was already too heavy and in the present state of the London market many well managed companies are realizing for their tea, considerably less than the cost of production.

The new Labor Minister in Delhi has introduced, for the first time for many years, a more realistic approach to labor problems, and it is hoped that before long some relief from these burdens will be forthcoming.

In Pakistan the industry's difficulties arise not from an artificial inflation of wages but from the disparity between the India and Pakistan rupee. Buyers will not pay more in sterling for Pakistan tea than for Indian tea and when that sterling has, in the case of Pakistan, to be translated back into rupees at 2/2d. (instead of 1/6d. in India) the result is some times scarcely adequate to meet production costs. It may be that the disparity in the rupee is justified on general economic consideration, but it is unfortunate for tea industry.

The industry, however, has no intention of succumbing to these various difficulties. Its salvation must, in the main come from an increase in world demand, accompanied by a return to healthy market conditions in London. It is for this reason that the industry attaches such importance to the work of the International Tea Market Expansion Board. That body provides a remarkable example of genuine international cooperation and the close collaboration between it and the American tea trade gives tea producers new ground for hope.

Testing consumer acceptance

(Continued from page 15)

the first questions on a survey. The preference leads to the reasons for the choice, whether flavor or other factors. A corollary question is one on the elements the consumer

would like in coffee for more enjoyment of the product—in other words, the consumer's own desires concerning product improvement.

The interview should be handled in such a way that the consumer is encouraged to express his opinions in his own way, and the interviewer should take great pains to have all of these comments recorded on the questionnaire.

(In a coming issue, the second part of this article: What questions should you ask the consumer?)

300 years of coffee houses

(Continued from page 70)

Joshua Reynolds. And it was here that James Boswell made many a note of the conversations, as a result of which he has since been acclaimed one of the world's greatest biographers.

The Tatler and Spectator of present-day fame were born in the coffee house of the eighteenth century, the Spectator from the association of Addison and Steele in their favourite haunt, the coffee house known as Button's. Pope's "Rape of the Lock" grew out of coffee house gossip, with its famous lines which have been liberally quoted by coffee lovers ever since.

"... Coffee, which makes the politician wise.

And see through all things with his half-shut eyes."

And of course there were many other coffee houses which must be excluded from this very brief sketch, where all types of commerce were facilitated and all shades of opinion and taste were expressed and catered for. Many have gone down in history as the forerunners of great city institutions, such as Lloyd's of London and famous clubs, such as White's of St. James'.

Some saw the foundation of famous coffee firms, such as Twinings of the Strand, started in Tom's Coffee House in 1706.

We have come a long way since the Coffee houses began to disappear at the beginning of the nineteenth century, and the tavern once more came into its own. Progressing through the era of the Victorian tea-shop, we arrive at the present-day stage of cafe and milk bar and works canteen, the thermostatically controlled machine and automatic percolator. Coffee is still a prominent feature of our existence. In fact, it is hardly surprising that, with such an illustrious background, it has long since lost its element of "craze" or fashionable cult but has become a tradition.

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New York News

■ ■ The National Coffee Association has not yet chosen a successor to Bill Williamson, at this writing, but other changes are underway. Dudley Taylor is resigning, as of September 15th. He is being succeeded by Richard F. Curry, formerly director of information for the National Association of Refrigerated Warehouses, Washington, D. C.

Mr. Taylor was with NCA for about a year. Before that he edited a trade paper in the field. He indicates he will take a vacation, after which he will announce his plans.

■ ■ Henry M. Scheffer, who has been with the De Hope Goldschmidt Corp. as vice president in charge of coffee, is resigning as of September 15th to assume a similar position with the Anell Trading Corp., at 98 Front Street.

Mr. Scheffer, vice president of the New York City Green Coffee Association, was with De Hope Goldschmidt for about four years. He is well known in the green coffee trade from his long association with Standard Brands. With that firm for about 17 years, he held down the post of assistant manager of the green coffee department when he resigned.

At Anell, which is headed by B. Barish, Mr. Scheffer will take complete charge of the firm's importing and jobbing of coffee.

■ ■ John Cargill, of Cargill & Dennison, had a somewhat eventful trip to Brazil last month. Accompanied by Mrs. Cargill, he flew down to Santos and visited coffee plantations in the interior.

On the return trip, they took a plane from Sao Paulo, but because of motor trouble had to put down at Lima. From there they went via another airline to Panama and then on to New Orleans.

That last leg of the flight took them right through the August hurricane. Mr. Cargill says he was darn glad to see the delta, when it came into sight.

As for conditions in Brazil, things were tight, and everybody was waiting for the rains, Mr. Cargill said, adding that late cablegrams indicate the rains have since begun.

■ ■ Congratulations are being extended to David Rossman, president of the coffee roasting corporation bearing his name, who was married last month to the former Betty Gross.

The wedding ceremony was performed by Mayor Church of New Rochelle at the home of Julius Weiss, president of the city's board of education and a friend of Mr. Rossman.

The newlyweds plan to make their home in New Rochelle, it was indicated. ■ ■ Fred Schoenhut, Jr., formerly with Sprague & Rhodes, is now associated with the Carl Borchsenius Co., Inc. Mr. Schoenhut was with Sprague & Rhodes for about two years, and before that was in the roasting end for a similar period.

■ ■ The Mississippi Shipping Co. (the Delta Line) has been elected an associate member of the New York City Green Coffee Association.

The association has accepted, with regret, the resignation from membership of the New England Trading Corp.

■ ■ At the Bunge Corp., the coffee team which took shape earlier this year is swinging along in full stride. Walter Marx is head of the coffee department, and C. P. Monteleone is his assistant.

■ ■ James W. Phylfe & Co., Inc., recently shifted its offices to a new location at 98 Front Street.

■ ■ Earl Ackerman, president of the Otis McAllister Coffee Corp., accompanied by Mrs. Ackerman, sailed last month for Brazil on the Moore-McCormack Lines' Argentina.

■ ■ After conferences in this country on both cargo and passenger prospects, Frederic S. Crocker, Moore-McCormack Lines manager in Brazil, sailed for that country last month on the Argentina. He

was accompanied by his wife and their daughter, Charity.

■ ■ Marvin E. Sommers, who was for six years Wisconsin district sales manager for the Continental Coffee Co., has been named eastern regional sales manager, with headquarters in New York City.

■ ■ Nominated for election at the annual meeting of the New York City Green Coffee Association, to be held the second week in September, was the following slate for the 1952-53 year:

President, Arthur A. Anisansel; vice president, Henry M. Scheffer; treasurer, Fred E. Barnard.

Directors for the 1954 term: Lou E. Ehrhard, Leon Israel, Jr., J. J. Morris, James M. O'Connor, Charles F. Slover, P. L. Stetzer.

Adjudication committee: Earl B. Ackerman, J. F. Banzhaf, T. F. Conroy, Kenneth M. Fairchild, H. A. Fraenkel, E. K. Klausmann, Jr., Robert B. Sassee, E. M. Wilkinson.

Nominating committee for 1953 elections: E. J. Burke, Jr., John G. Cargill, Elmer B. Florence, M. H. Runkel, Gus H. Scheidemann.

This slate was offered by a nominating committee consisting of J. Elliott Burt, John G. Cargill, John J. Enright, Durand Fletcher and James P. Norton.

■ ■ Young but willing is The Tea Club, the recently formed organization for informal get togethers of tea people in the New York area.

We are informed that The Tea Club issued a challenge to the Tea Trade Club of New England for a softball match to be played during the seventh annual convention of the Tea Association at The Mount Washington Hotel, Bretton Woods, N. H.

At this writing we don't have the reply of the New England organization.

The Tea Club, which scheduled its second meeting for mid-September at the Antlers Restaurant on Pearl Street, is headed by Joseph Diziki as chairman. Oliver Conway is vice chairman, William MacMelville is secretary and Dominic Vaskas is treasurer.

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San Francisco Samplings

By MARK M. HALL

■ ■ This is the period following the steamship strike and the steel strike, and they both have their repercussions. During the strike roasters were able to have their needs filled by foreign ships which were not affected. At the same time, coffee in domestic bottoms could not be moved. At the end of the strike, it is estimated, as much as 180,000 bags were released. One importer said that roasters had coffee coming out of their ears, but roasters interviewed indicated that while they had some accumulation, it was not excessive. The total result of a strike is never for the good, but it did help some importers to sell spot coffee which had been causing them a little worry. Today importers say it is quiet, which is a natural consequence of the supplies on hand at the roasters.

There are no great changes taking place in the market, but prices are strong and there is a tendency to work up. This is true of Colombians at this time of the year, as the Centrals are pretty well cleaned up. Higher levels are expected by some, and the growers are said to be bullish.

Roaster business is good. While they did not suffer actually from the steel strike, they did have the jitters, for it would not have been long before the shortage in tinplate would have affected them. Even yet, supplies are a little tight. The fact that Kaiser Steel has begun shipping tinplate from their new

mill at Fontana is encouraging to roasters.

When prices are high roasters do not want to buy too far into the future, but take the close buy, spots afloat or on prompt shipment. This means that the importer, in order to improve his chances of making a sale, must take a position. To the smaller man the question is, why take a chance when coffee is about \$85.00 a bag? The profit is small and the risk is great. The large importers, who have offices to maintain and plenty of finances can keep the wheels turning by large volume and small profits.

■ ■ According to Harry Thompson, of Grace Lines, the strike threw their ships out of schedule, but soon after they were back in operation, spacing their ships, and several were southbound. Two vessels, at the time of this writing, are on their way to port, bringing Centrals and Mexican coffee. Tie-ups always work a hardship and the effects are never over with the settling of the strike.

■ ■ Ed Johnson, Jr., with his father Ed, Sr., recently returned from a trip to Brazil. Ed Jr. said that conditions in the coffee exporting cities had old timers as well as the newcomers in confusion. They find difficulty in operating while trying to satisfy government regulations, which seem to be in a state of flux. The problem of registration of coffee on a competitive basis is becoming more difficult every day. Opinions in the coffee centers vary as to supplies.

■ ■ Another coffee man to return from Brazil is Wilbur Hughes, of Haas Bros.

He reports the same confusion as does Ed Johnson, Jr. He believes the Brazilians will support the market. They are taking advantage of every situation to boost it. When the question of termination of food controls was up before Congress—that is, on canned fruit—coffee men in producing countries were saying that because the coffee bean was called a cherry it would be included. At least some of the speculators had a little ride on the temporary upswing.

■ ■ Bob Powell, of E. A. Johnson & Co., was in Mexico last month, not for a vacation but on business for his company. Harvey Brockage, of the same firm, was on a vacation, not to a coffee country but up in the hills somewhere.

■ ■ A. C. Woelfl of J. Aron Co. went on a four week vacation last month, and contented himself with roaming in his car around the mountains and valleys of this western country.

■ ■ A \$1,500,000 coffee processing plant will be built in Portland, Oregon, to be leased by J. A. Folger & Co. The plant will have a capacity of 1,000,000 pounds a month initially and later on could be expanded. The completion is scheduled for next spring.

■ ■ J. Aron & Co., Inc., has talent galore in its staff. At least two of them known to the public. Douglas H. Wood is the cartoonist for this publication. Clarence Levy, actor producer, raconteur, has now been thrust into the role of president-maker.

His last role came about in this way. Clarence, burning with zeal for Eisenhower, wrote a letter to his Denver headquarters advising him as to how he could carry California. It was about the time that Senator Nixon was visiting him. Undoubtedly the two got together and had a consultation on Clarence's letter, for he

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received a personal communication from Ike thanking him for his sage advice, praising him for his patriotic interest and indicating that many of his points could be used in his campaign.

Clarence contributed greatly to Ike's crusade. Some of the main points of Clarence's letter, which incidentally Ike could use in his speeches, were to keep Dewey out of California; bring in Taft to talk to the laboring man; do something for the white-collar man—and that might include some coffee men; forget foreign policy and promise to reduce taxes and bring down the high cost of living. For further details, it would be advisable to consult president-maker Clarence Levy.

■ Nick Const, head of the Capital Coffee Roaster, Sacramento, died recently. His son is carrying on the business.

■ Edward Bransten spent his vacation at Lake Tahoe with his family.

■ V. Bolton of Jardine, Matheson and Co., is on a six month's leave and stopped off in San Francisco to visit with Ed Spillane of the G. S. Haly Co., their representatives. Mr. Bolton is located at the Formosa office. The company is one of the oldest and largest of the trading companies in the East dealing in tea and other commodities.

■ When Jim Mahoney, Jr., was called into the Army, it was Carolyn Spillane, daughter of Ed Spillane, top man of the G. S. Haly Co. who took his place. She will perform most of Jim's duties, work at least two months and make a few dollars and then resume her schooling at Notre Dame High School in Redwood City.

■ William Pennington and his wife, representatives of the Joseph G. Hooper, Jr., Co., in Guatemala, were visitors in San Francisco last month. They called on the local buyers and in company with Mr. and Mrs. Hooper drove to Los Angeles, to cover the trade there. W. J. Morton, Inc., Los Angeles, is also a representative of the Hooper firm.

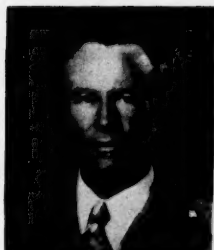
■ Harry Maxwell, of Hard and Rand, is just about now sipping wine in the sherry districts of Spain. He has been visiting Europe with his wife. According to Harry, tasting coffee is a good training for wine tasting.

According to Stanley Evans, of the Port of San Francisco, the coffee imports into the harbor, by tons, are as follows:—

January, 1952, 14,090; February, 9,580; March, 16,912; April, 15,843; May, 11,335; June, 8,871. Total, 76,631. January, 1951, 10,152; February, 6,315; March, 23,474; April, 17,058; May, 9,781; June, 8,840. Total, 75,620.

■ In the death of Silvio F. Pellas, of the S. F. Pellas Co., the coffee trade lost one of its best known and most widely respected members. Though born in Nicaragua, he lived most of his life in California and had a host of friends here as well as in Latin America. His connections and his operations were truly international.

Mr. Pellas was only 63 years old. He died in his sleep at his home in San Francisco. He is survived by his widow, Mae Pellas, two daughters, Rosita and Gloria, and his mother, Rosa Pellas.



S. F. Pellas

Besides the importing company bearing his name, he was president of Nicaragua Sugar Estates, Ltd., with extensive sugar and cattle plantations in Nicaragua. His San Antonio Sugar Mill was the largest in the country. Another holding was a subsidiary company which carried on a general mercantile business in Nicaragua as well as representing many large United States manufacturers.

Mr. Pellas received his early education in Europe, but when he came to California he attended St. Mathew's Military School in Burlingame, and in 1914 graduated from Stanford. While there he was captain of the soccer team and a member of the Phi Kappa Psi fraternity. For years he was interested in yachting and was a member of the St. Francis Yacht Club.

Some time before his death, the importing business was incorporated. It will carry on with Lloyd Thomas as vice president and treasurer. Mr. Thomas is also co-executor and co-trustee under the Pellas will, along with the widow.

The New York office of the firm was incorporated separately, and is now managed by Hamilton Nolan as vice president, with Lloyd Thomas as a member of the board.

■ Local importers are wondering what will be the ultimate effect of the recent law in Guatemala taking over the dwellings of the coffee laborers and allowing a road through the plantation to them. Also confiscated are the unused lands of owners, presumably for the benefit of the workers. Planters will be paid in government bonds. If plantation workers decide not to work and can still remain in the dwellings, how will the owner house new workers? Are the workers of Guatemala capable of developing the uncultivated land? All of these questions might have a long range effect on the coffee production of the country.

Southern California

By VICTOR J. CAIN

Mr. and Mrs. Joseph Hooper of San Francisco, accompanied Mr. and Mrs. William Pennington on an automobile journey to the southland to call on the trade in Los Angeles. Bill Pennington is a resident of Guatemala and represents the trade in Los Angeles. Bill Pennington is a resident of Guatemala and represents the Joseph G. Hooper, Jr., Co., for the west coast in that country. He, like his wife, enjoyed the balmy breezes in the

Southern California evenings, and in their spare moments during the day tried to visit the shopping center of our fair city. Their stay was all too short, so said Bill, as they embarked from the Los Angeles airport back to Guatemala.

■ Jack Schimmelpfeng, of S. L. Jones & Co., visited Los Angeles to call on the trade.

■ Dan West, executive vice president of Haas, Baruch & Co., recently resigned his position with the firm. To date he has made no announcement as to what his plans are for the future.

■ Mr. and Mrs. Bill White, of the Huggins-Young Coffee Co., took off for Honolulu and a ten-day vacation. On their return Bill said he had never enjoyed a trip more in his life, for they were able to do just as he had hoped—and that was to relax all the time they were on the islands.

■ The Los Angeles Transportation Club held their annual Steamship Day outing at the Fox Hill Golf Club. The affair was well attended by the coffee trade, with all hands taking golf club in hand and hitting the fairway or nearby points. Unfortunately, none of the group was able to take home the golf prizes for which they are well known, but with the exception of a few, all walked home with door prizes, either in the form of a government bond, sweaters, canned milk or motor oil (all these prizes were donated by sponsors of the transportation club). The club might well be complimented on the excellent handling of the affair, not to mention the fine dinner and floor show.

■ Bill Morton and Vic Cain, of W. J. Morton, Inc., journeyed to San Francisco to call on the trade in that area and to see their multitude of friends.

■ Bill Gloege, formerly of the Gloege Bros. Coffee Co., recently sold his home in Peru, Indiana, and has returned to Los Angeles to take up his permanent residence here.

■ Bill Kunz returned from his extended trip through Europe.

St. Louis

By LEE H. NOLTE

■ The recent golf party of the St. Louis Coffee Club was held at the Norwood Country Club. About 20 teed off. Gus Schmidt, of the Jas. H. Forbes Tea and Coffee Co. won the blind bogey. Walter Landmann, of the General Grocer Co. was the low gross scorer. After a good dinner and a big evening, everyone went home with an attendance prize.

■ The club was to be represented in Chicago at the Chicago-St. Louis golf tournament by Walter Landmann, A. F. O'Brien, Harry Painter and Lloyd Regas, making up the foursome. The alternate was Jimmy Jensen. Dave McKay was also going to act as master of ceremonies.

The tournament was played over the Elmhurst Country Club course in Chicago, and the trophy was given by Pete Rubinielli, of the Star Coffee Co.

■ Erwin Taylor, son of Walter Katzoff of Superior Tea and Coffee Co. is in charge of the Research and Service Center of the Western Reserve.

New Orleans Notes

By W. MC KENNON

■ ■ Local coffee prices in the retail stores showed little change the past month. Coffee and chicory blends sold for 62 to 75 cents per pound, with the pure coffee 10 to 15 cents higher. Various promotional offers appeared in the newspapers. One brand advertised a coupon in the pound package which entitled the holder to a five-cent discount on any ride at Pontchartrain Beach or Lincoln Beach, the two amusement parks in New Orleans.

Another interesting offer involved coffee. Surf, the no-rinse soap powder, was advertised widely in the daily papers with a yellow band around the box. On the band was a coupon allowing the holder a ten-cent discount on the purchase of his favorite brand of coffee. One of the local brands tied in with this advertising. The large size of Surf sold for 30 cents and allowed the purchaser to buy the well-known local coffee and chicory for 65 cents after the ten-cent discount.

■ ■ Vice Admiral Edward L. Cochrane, Chairman of the Federal Maritime Board, was recently in New Orleans for the launching of the Lone Star Mariner. Admiral Cochrane and others were guests at a luncheon held by Solon B. Turman, president of the Lykes Brothers Steamship Co., Inc. Admiral Cochrane said New Orleans knows what its mission in life is and many ports in the U. S. could well emulate what is being done here.

■ ■ John Heron, vice president of the Schaefer-Klaussmann Co., Inc., New York City, accompanied by Mrs. Heron and their son, Sam, who is a cadet at

Pensacola Navy Flying School, were recent visitors in New Orleans.

■ ■ W. Ferd Dahlen, of St. Louis, visited in New Orleans on his way to Guatemala.

■ ■ Walter Flannagan, of the Crest Coffee Co., has returned to his New Orleans office after a business trip to Memphis.

■ ■ Mr. and Mrs. Henry A. Kattan and family are visiting his brother, David A. Kattan, here. Henry Kattan will conduct business in New York before returning home with his family to San Pedro Sula, Honduras.

■ ■ Ed J. Ganucheau of J. Aron & Co., Inc., and his family are spending their vacation on the Gulf Coast at Waveland, Miss.

■ ■ Benjamin Champney, of Guatemala, is visiting in New Orleans and conducting business here.

■ ■ William Carter, secretary-treasurer of the New Orleans Board of Trade, Ltd., is attending the National Institute of Commercial and Trade Organization Executives at Northern University. The meeting is sponsored by the American Chamber of Commerce Executives, American Trade Association Executives, Chamber of Commerce of the U. S. and Northwestern University, and is held annually.

■ ■ Frederic W. Delamain, of J. Aron & Co., Inc., is presently serving a couple of weeks in the Army for a refresher course. He is at Fort Sam Houston, San Antonio, Texas, where he is a Colonel attached to the Fourth Army Headquarters.

■ ■ Mr. and Mrs. William B. Burkenroad, Jr., recently announced the engagement of their daughter Peggy to Aaron Selber, Jr., of Shreveport. The wedding is scheduled to take place in the early fall.

Vancouver

By R. J. FRITH

■ ■ Otis McAllister has advised the coffee trade in Vancouver that it will withdraw its local representation and instead establish a regional office, for all the Pacific Northwest, at Seattle. Carl Lincoln becomes manager of the new branch.

■ ■ Leon Cavasso, of San Francisco, was visiting the trade in Vancouver. This is his first trip to this part of the country, and he says he likes it immensely. He represents B. C. Ireland, Inc., of San Francisco, and will make Vancouver a regular port of call.

■ ■ Coffee roasters in British Columbia are concerned about their strike which has tied up all American bottoms in San Francisco, though some foreign bottoms still manage to bring a little coffee up to Vancouver. Roasters say they are not actually starved for coffees, but some of them do keep a weather eye on reserve stocks.

■ ■ Joe Diamond is back at his National Spice desk. He had attended the spice men's meeting in Quebec. Mr. Diamond is a little perturbed about the strength of spice prices. In Vancouver he found that the local market for bulk black pepper was running upwards of \$2.25 with cinnamon almost unavailable but quoted at \$1.75 and cloves touching \$2.

W. G. Jeffery of The Tea Bureau is in Alberta, developing the iced tea cam-

(Continued on page 83)

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Chicago

By JOE ESLER

■ ■ Arthur Stevenson has retired from the research division of the Continental Can Co. after 26 years with the company. He made many contributions to the tin conservation program which was under his management for the past 15 years.

■ ■ Walter T. Callaghan, salesman for Swanson Bros. for 25 years, died at Oak Park hospital. He leaves his widow, two daughters and a son.

■ ■ Pleasing Stores held their silver anniversary celebration at the Edgewater Beach Hotel last month.

■ ■ The National Restaurant Association is selecting October as restaurant month with the trade press and various companies backing the move. Among the organizations backing the drive are Thomas J. Lipton, Inc., Standard Brands Inc., and the Pan American Coffee Bureau.

■ ■ A. T. Flynn, president of the Consolidated Food Processors, told members of the Chicago Food Brokers Association at their meeting at the Germania Club, that the nation wide food manufacturing and distributing organization has established a buying office in Chicago that would handle a large volume of business for the various units of the corporation.

■ ■ The 1952 convention and exhibit of the National Automobile Merchandising Association was held in Chicago at the Palmer House this month. It was the largest in the history of the association. Among the exhibitors were American Home Foods, Inc., American National Dispensing Co., and United Industries.

■ ■ Jacob Cohn, president of Continental Coffee Co. and his wife are on an extended European vacation trip.

■ ■ The Chicago golfers and the St. Louis golfers met at the Elmhurst Country Club with 115 attending. Tom Webb Sexton, Robert Otton, Al Cohn and Jack Menary beat the St. Louis golfers. Walter Landmann, Tom Hawkey, Harry Painter and A. F. O'Brien by two strokes, winning the intercity golf cup which Dave McKay, manager of St. Louis golf team, presented to the Chicago club to hold until next year's tournament. The Star Coffee Co., of St. Louis, is the donor of the cup.

Leonard Olson presided at the evening

dinner and Dan Lyons, A. W. McGann and Bert Hazle distributed 130 prizes to golf contestants and visitors.

■ ■ Nick Weick, for many years with the Thomson Taylor Co., has been elected president of the new Thomson Taylor Spice Co., 4405 South Western Avenue, Chicago. The new company has taken over the coffee and spice business of the Thomson Taylor Co., established in 1865: The sales staff of the Thomson Taylor company has joined the new company and will cover the trade along the lines which have proven successful in the past. Equipment is being moved from the Cermak Avenue plant of the old company to the new quarters on South Western Avenue.

■ ■ UBC, Chicago, whose brand is Deerwood, is now packaging an instant coffee under this brand, to round out their coffee line.

■ ■ American Air Lines, Chicago offices, report 375 gallons of coffee and 36 gallons of tea are served to passengers passing through Chicago each day.

■ ■ William A. Cassin has been elected president of the Central Grocers Cooperative, Inc., succeeding C. H. Garbers, who founded the organization, and is retiring. Basil Cimaglio, secretary treasurer, is also retiring.

Leonard Olson, manager of the coffee department, has been elected secretary and Henry Jasker purchasing manager, has been named treasurer.

Vancouver

(Continued from page 82)

paign in Edmonton, Calgary and Banff. His tour will end at the home plate, which is Vancouver. An increase in tea sales is reported from nearly all wholesalers.

■ ■ Vancouver is developing a nice ships' supply business in both teas and coffees. The British ships go heavily for teas of various grades, but European ships' stewards buy coffee more heavily. A consistent effort has been made to get this business, and results are good. The grades they buy are a matter of preference, and in many respects this trade is pretty much the same as supplying other big scale buyers, except that some stewards, pursers and ship's masters, do appreciate a little extra attention. They get that, though this ships' supply business is almost a new thing for the Vancouver tea and coffee houses.

Here, there

If you don't want an illusion shattered, skip this item. We confess we are still shaken by the news, but it comes from a reliable source and we have no reason to doubt it.

Despite the popular idea of the Scotsman as a whisky drinker, the true picture, we are told, is that he drinks coffee more than most.

So true is this that Glasgow might well claim the record for coffee rooms, tea rooms, cafes and other centers where these beverages may be sampled. It is true, too, that there are many pubs, but the cost of Scotch has soared to a point where it has become a comparative luxury imbibed only on great occasions—births, deaths, marriages and when one's team wins.

The coffee houses of Glasgow are perhaps not so well known as those of London, but they are equally numerous per head of population and equally diverse. There are coffee houses at the back of hairdressing establishments, behind newsstands, below cigar shops. Glasgow has, in fact, a leaning towards the multiple type of unit which combines hairdressing, newsstand and tobacco sales with coffee dispensing.

When one mentions coffee one must also add tea, in that order, since the city routine is to imbibe coffee in the morning and tea in the afternoon.

Here's what an English government committee recommended:

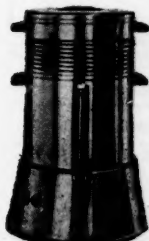
"(a) Coffee and Chicory Mixture shall be any mixture comprising coffee and chicory, but no other ingredients, and shall contain not less than 51 per cent by weight of coffee.

"(b) Coffee and Fig Mixture shall be any mixture comprising coffee and figs but no other ingredients, and shall contain not less than 85 per cent by weight of coffee.

East Africa

(Continued from page 49)

Tanganyika to Gurúé in Portuguese East Africa, stretching across about 800 miles of territory. The acreage within this arc which could carry tea is sufficient to make it one of the great tea areas of the world. At present the area under tea is about 50,000 acres, and the annual output up to 25,000,000 pounds.



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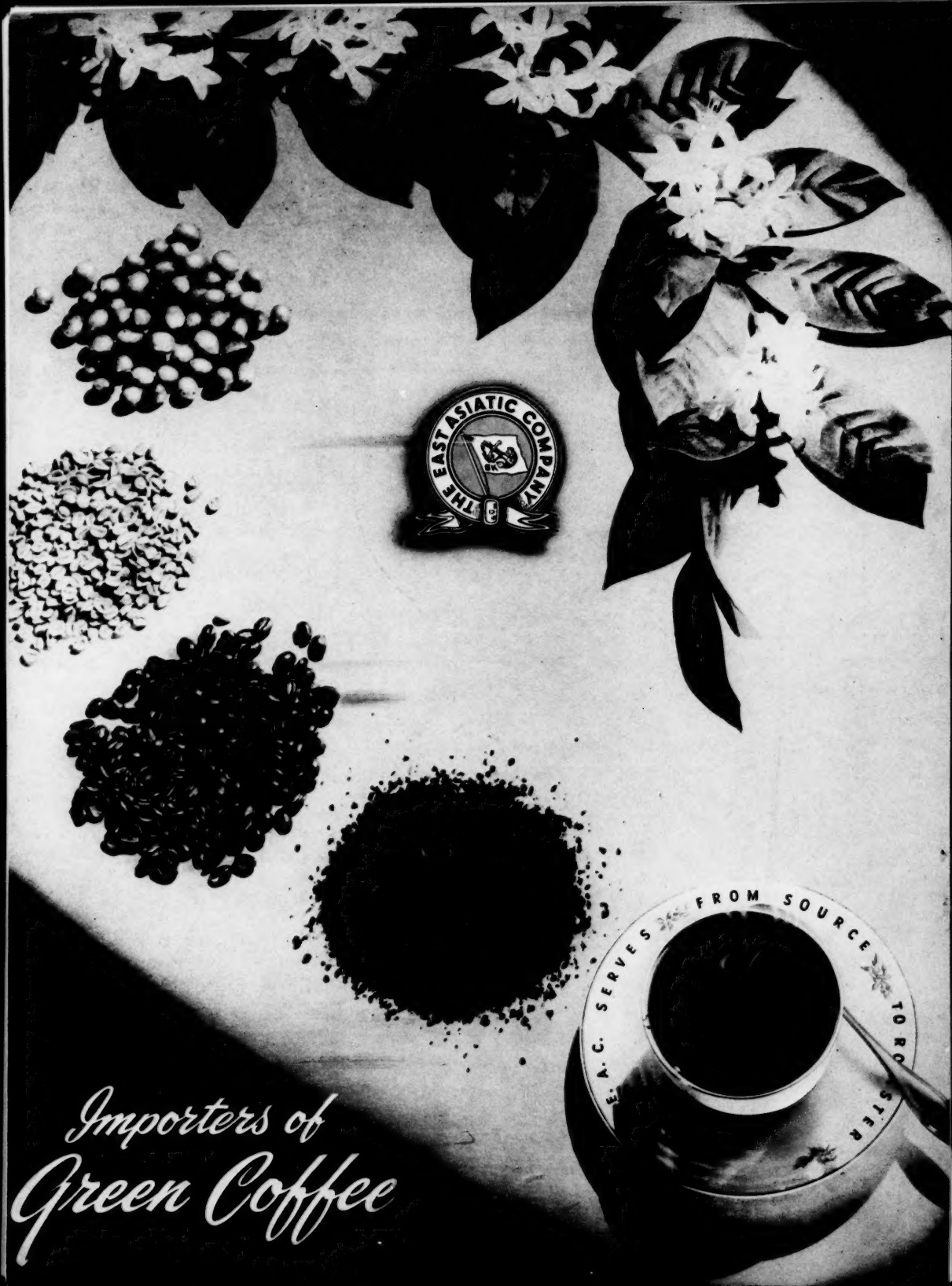
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